

# **Global Destinations to Visit & Popular Airports, Cruise Ships, Airlines & Trains: Travel Guide for Tourists, Diplomats, Entrepreneurs, Executive Directors, Academics, Students & Other Professionals 1<sup>st</sup> Edition**



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

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## **Global Destinations to Visit & Popular Airports, Cruise Ships, Airlines & Trains: Travel Guide for Tourists, Diplomats, Entrepreneurs, Executive Directors, Academics, Students & Other Professionals 1<sup>st</sup> Edition**

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## **PREFACE TO THE FIRST EDITION**

Cruise tourism has become a key economic factor in various countries around the world since it enables the host country to receive the much needed foreign currency and international visitors. Repeat tourism is one of the key benefits of cruise tourism and it is a well known fact that cruise tourists are more likely to come back to the same country in the near future and this ultimately leads to more foreign currency coming into the host country's national financial system. The value of cruise ships to the global economy keeps increasing on a regular basis. Another key benefit of cruise tourism is that more jobs are created in various sectors of an economy such as the retail, hospitality, hotel, telecommunications, transport, energy and so on since international tourists spend their foreign currency buying local products and services. Trains have become one of the most preferred form of transport to use every day to commute in most towns, cities and or countries. It can be academically argued that the economic and societal development of a country is generally interrelated with the increasing popularity of trains amongst commuters from different geographical locations of a country. The current pace of technological advancement in the global railway sector is quite extensive while on the other hand the current manufacturing of trains is placing more emphasis towards reliable, affordable and eco-friendly production processes and finished products (*trains*). Railway tourism has blossomed in many countries due to the fact that some of the modern structural designs of trains are enabling train operators to offer bedroom accommodation, restaurant, bathroom, lounge, bar, conference meeting rooms, café, double deck large window views and many other customer memorable experiences. The advantage of railway tourism is that it allows passengers or tourists to have the opportunity to travel to other places where there are fun tourist attraction sites. Railway tourism is mostly popular in developed nations and one of the key reasons behind this general fact is that in developed nations the railway networks (*train stations or railway tracks*) adopted modern technology that can easily accommodate eco-smart high speed trains. While on the other hand in poor developing nations the railway networks are under developed or in a poor state of condition therefore this makes railway tourism to be considered as unattractive to investors. Some of the leading global financial institutions are currently offering adequate financial resources to developing nations in order to help them reconstruct or implement new modern technology railway networks that will help them transport both passengers and freight in an affordable,

reliable and eco-smart manner. The airport and aviation industry is growing on a yearly basis due to the creation of new tourist destinations by various countries around the world that are aiming to boost their international tourist arrival rates. Travel destinations located in North America, the European Union, Northern/Western Europe, the Middle East, Asia, Oceania, South America and Africa have become popular tourist routes leading to various airports management companies taking action to invest more of their scarce financial resources towards the reconstruction of their airport facilities. While on the other hand various airlines are now using more large aircrafts to carry more passengers in these popular tourist routes. Many airports and airlines tend to receive significant numbers of domestic/global travelers during holiday time periods therefore ‘continuous innovation’ and ‘good operations management’ have become critical in order to be able to offer travelers memorable customer experiences whilst maximizing profits and loyalty. Today it is unquestionable that nations such as the United States of America, Republic of Cyprus, Belgium, Canada, United Kingdom, India, Canada, France, Argentina, The Netherlands, Kenya, Latvia, Germany, Austria, Chile, Hashemite Kingdom of Jordan, Sweden, Israel, South Africa, Kingdom of Saudi Arabia, State of Qatar, Zambia, Thailand, Tanzania, Liberia, United Arab Emirates, Singapore, Namibia, Norway, Mexico, the European Union Member States, Australia and New Zealand 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. Today various global airlines, cruise ships and luxury train organizations are now investing a lot of their scarce financial resources towards designing high quality customer-friendly products and building powerful corporate brands to maintain their competitive edge. Nowadays there is a strong interrelation between human rights, democracy, tourism and nation branding. Therefore, as a result of this interrelation many globally ranked top tourist destinations are now implementing business and community human rights protection programs or laws in order to continue to enjoy bigger economic benefits through tourism. This book specifically targeted people on the continents of Africa, North America, Latin America, Europe, Oceania, Middle East and Asia in order to provide them with basic knowledge about the following: (1) various popular cruise ships in the world, (2) the most amazing luxury and holiday trains in the world, (3) various popular global airlines and their modern aircrafts, (4) airports and aviation industry infrastructure development projects (through the use of amazing photographs) and so on. The main aim of this textbook is to educate readers that the airports and aviation

industry has successfully managed to bring together people from different geographical locations for both personal and business purposes.

**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 tourist destinations in Belgium, Zambia, Argentina & Republic of Cyprus

After reading this chapter you should be able to:

- Define the terms ‘blue economy’ and ‘international visitor’.
- Identify one of the most popular tourist attraction site in Belgium.
- Describe one of the most popular tourist attraction site in Zambia.
- List one of the most popular tourist attraction site in Argentina. Describe one of the most popular tourist attraction site in the Republic of Cyprus.

## 1.1 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>12</sup>“As well as being ambassadors for Australian tourism, many of Australia’s international visitors are return travelers who make several trips across their lifetime. For each new international visitor to Australia, there is a lifetime value in connection to the multiple trips they will make to Australia over the years.

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<sup>1</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>2</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



Almost two thirds of all international visitors to Australia have visited before. While it may not be surprising that most visitors from New Zealand have been to Australia more than once (94 per cent of visitors in 2019), it may be surprising that eight in ten visitors from Singapore and seven in ten from Malaysia are also return visitors. In 2019, returning visitor from New Zealand had visited Australia 11 times on average, while returning visitors from Singapore and Malaysia has visited 7 and 6 times previously respectively. A higher proportion of U.S. visitors are first-time visitors to Australia (54% first time visitors) compared to many of Australia’s other key source markets. That said, while the share of repeat visitors from the U.S. is lower, those returning have visited four times before on average” (Tourism Research Australia cited in Deloitte Access Economics, 2021:45, <https://www2.deloitte.com/> cited in Rudolph Muteswa, 2023:96 in his famous book title ‘*Amazing Global Tourist Destinations & Airlines*’). The following section will discuss the definition of terms in-depth.

## 1.2 Definition of terms

“**Blue Economy** is the sustainable and integrated development of economic activities in healthy oceans. It refers to sustainable use of ocean resources for economic growth, improved livelihoods and jobs, and ocean ecosystem health”<sup>3</sup> (“World Bank. 2022. Blue Tourism in Islands and Small Tourism-Dependent Coastal States: Tools and Recovery Strategies”).  
<sup>4</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, 92844/02/24”. The following section will cover information about one of the most popular tourist attraction site in Belgium.

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<sup>3</sup> World Bank Group (2017). *What is the Blue Economy?* Retrieved from <https://www.worldbank.org/en/news/infographic/2017/06/06/blue-economy>

<sup>4</sup> World Tourism Organization (2023), *Glossary of Tourism Terms*, UNWTO, Madrid: <https://www.unwto.org/glossary-tourism-terms#B> [13-10-2023].

### 1.3 Popular tourist destination in Belgium – ('The Euro Space Center')

There are many popular tourist destinations or attraction sites in Belgium. This section will discuss one of the most popular tourist attraction site in Belgium called 'The Euro Space Center' located in Libin, Belgium. The amazing and fun scientific educational features of the 'Euro Space Center' will be clearly depicted by Figure 1.1' below.

Figure 1.1 The amazing and fun scientific educational features of the 'Euro Space Center'



Free Fall Slide



Mars Walk XP



Mars Walk XP



Space Hub

Source: (Euro Space Center, 2024).

<sup>5</sup>“**SPATIONAUT DAY.** The Euro Space Center offers you a family day to immerse yourself in the daily life of space adventurers. Do you have what it takes to be a space hero? Train like an

<sup>5</sup> Euro Space Center (2023) *Spationaut Day*. Available from: <https://www.eurospacecenter.be/en/journee-du-spationaute>  
[Accessed December 18, 2023] 2021 Euro Space Center - All rights reserved

astronaut about to go on a mission. You're ready to begin an exciting, interplanetary adventure” (Euro Space Center, 2023, <https://www.eurospacecenter.be/en/journee-du-spationaute>). **“AIM FOR THE STARS FOR YOUR B2B EVENTS.** The Euro Space Center opens the doors to space for an unforgettable corporate experience. Whether you are planning a space seminar or a teambuilding event in an extraordinary setting, all options are possible! The Euro Space Center is your ideal destination for a memorable journey with colleagues! So, are you ready for this adventure?” (Euro Space Center, 2023, <https://www.eurospacecenter.be/en/entreprise>). The following section will cover information about a popular holiday destination in Zambia in much greater detail.

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

Zambia is one of the true success stories of a transforming developing nation on the continent of Africa and it has become the pride and jewel of people living on the continent of Africa as a result of its exemplary journey towards attaining prosperity (*such as its current economic development programs, peaceful environment, highly attractive investment opportunities, aviation/airport projects, technological innovations, infrastructure development projects and so on*). It is important to point-out the fact that the above mentioned facts have been enabled by the following factors: (1) its government’s good foreign diplomatic relations, (2) highly attractive foreign direct investment (*FDI*) policies designed & implemented by its government, (3) globally recognized universities/colleges that are leading towards innovative research, (4) thriving tourism sector which has strengthened its nation brand status on a yearly basis, (5) achievement of high literacy rates in the country as a result of good educational policies by its government, (6) extensive financial investments in the agriculture, mining, information technology, media, hotel & hospitality and manufacturing sectors. The beautiful great nation of Zambia (*similar to Kenya, Namibia, Mauritius and South Africa*) is considered to be one of the most cleanest and eco-friendly country in Africa that continues to set plausible climate change standards (*for instance its majestic natural pristine green parks & effective litter collection schedules in urban areas*)

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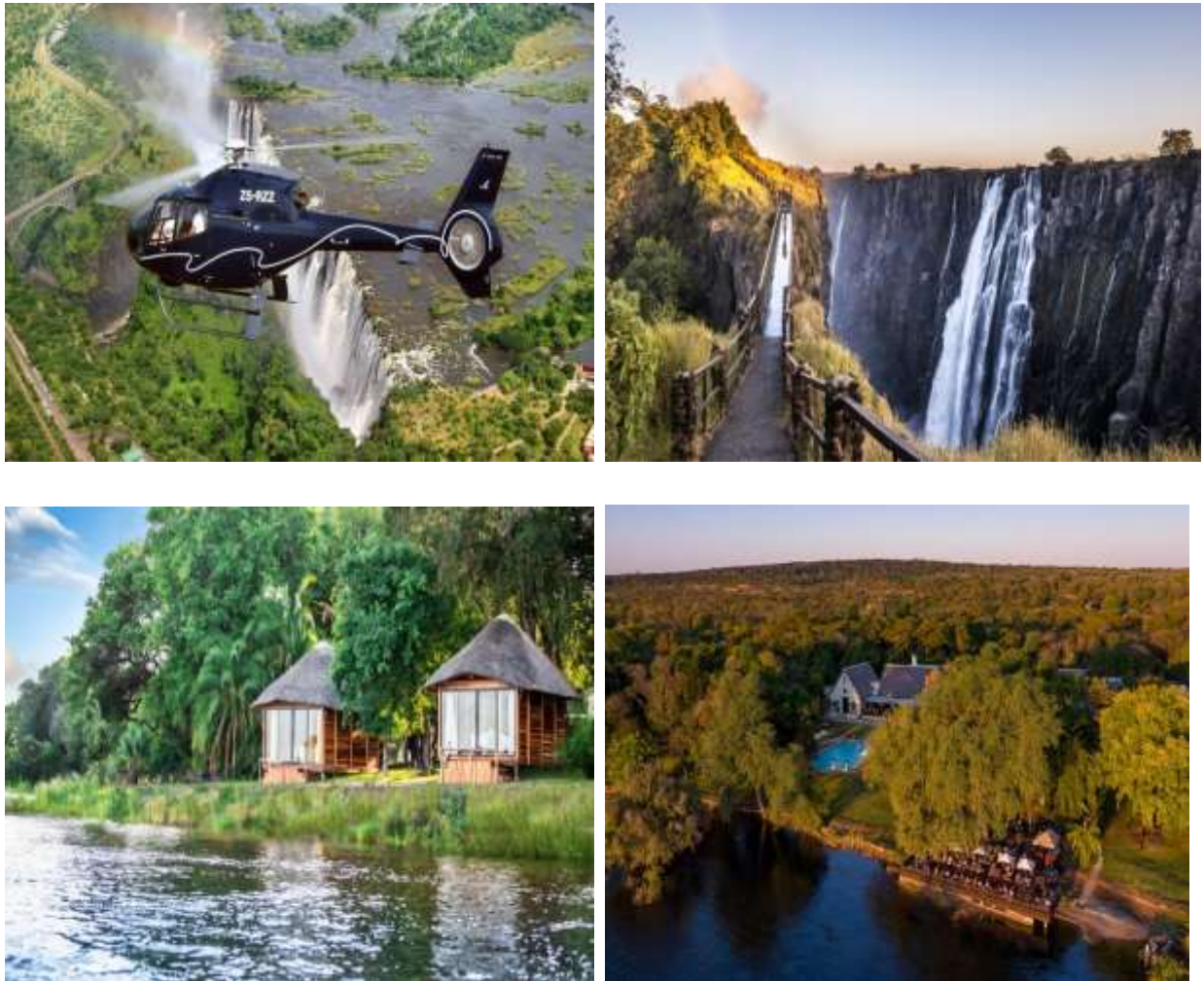
<sup>6</sup> Euro Space Center (2023) *Companies/Enterprise*. Available from: <https://www.eurospacecenter.be/en/entreprise> [Accessed December 18, 2023] 2021 Euro Space Center - All rights reserved

including its modern smart agriculture farming initiatives and the use of clean energy power sources. <sup>7</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 popular tourist destinations that will be discussed in this section is called ‘The Royal Livingstone Victoria Falls Zambia Hotel by Anantara’ located in Livingstone. The astounding globally renowned waterfall the Victoria Falls and its surrounding nature/landscapes are clearly depicted by Figure 1.2 below.

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<sup>7</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, p31, ISBN: 978-1-77924-684-4 EAN: 9781779246844 available for as a free download on the online library - <https://rudolphmuteswa.com>

**Figure 1.2 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>8</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

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<sup>8</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

elegance. Wake up to the sight of zebras wandering the Livingstone hotel grounds. Raise a glass at sunset to the marvellous waterfall thundering to its depths as you recline in style. Surrender to relaxation with spa therapies under the shade of monkey trees on the banks of the river. The Royal Livingstone is located on the Zambian side of the Zambezi River in Mosi-oa-Tunya National Park, with free unlimited access to Victoria Falls for all resort guests..

### 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 a popular destination in Argentina in-depth.

## **1.5 Popular tourist destination in Argentina – (Cueva de las Manos)**

In general there are many popular tourist destinations or attraction sites in the beautiful natural resource rich nation of Argentina. This section will discuss one of the most popular tourist attraction site in Argentina called ‘Cueva de las Manos’ (‘Cave of the Hands’). The amazing landscapes, nature and fun adventure of the ‘Cueva de las Manos’ will be clearly depicted by Figure 1.3 below.

**Figure 1.3 The amazing landscapes, nature and fun adventure of the ‘Cueva de las Manos’**



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

<sup>9</sup>“**Cueva de las Manos**. Named after its paintings of mainly hands, the Cueva de las Manos ('Cave of the Hands') hosts a perfectly preserved collection of cave art dating back 13,000 years. An archaeological treasure on the Ruta 40, step into the rugged landscape of the Río de Las Pinturas canyon and discover the world's largest and most dramatic display of handprints” (Swoop Patagonia, 2023, <https://www.swoop-patagonia.com/travel/road-trips/ruta-40/cueva-manos#about-the-cueva-de-las-manos>). The unique historical and amazing hand paintings of the ‘Cueva de las Manos’ will be clearly depicted by Figure 1.4 below.

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<sup>9</sup> Swoop Patagonia (2023) *Cueva de las Manos*. Available from: <https://www.swoop-patagonia.com/travel/road-trips/ruta-40/cueva-manos#about-the-cueva-de-las-manos> [Accessed December 17, 2023] © Swoop Travel Ltd. 2023

**Figure 1.4 The unique historical and amazing hand paintings of the ‘Cueva de las Manos’**



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

<sup>10</sup>According to Swoop Patagonia (2023) **History. About the Cueva de las Manos.** The cave art is located in the Cañón de Río Pinturas, a deep gorge with a river running centrally and archaeological sites on either side. These sites evidence pre European settlements of hunters since the tenth millennium BP, meaning they are of great importance for understanding prehistoric human habitats and the earliest settlements in South America. Detailed archaeological research of the area began in the late 1960s and has continued since. It has established that hunter ancestors used the canyon for protection and sustenance, and that the artwork represents original evidence about the hunters' culture and practices. Marking its significance, UNESCO declared World Heritage status of the caves in 1999. **Paintings.** Revealing the artistic traditions of the Patagonian hunters, the handprints are thought to have been created by liquid pigment being blown around a hand, whereby a hollow bone was used as a tube. This may be why most of the handprints are of left hands; the artists spraying paint with their right. As you travel the remote roads to the caves, you'll see the native animals such as guanacos and rheas depicted in the paintings, still common in the area today. In terms of composition, the vibrant colours were achieved by use of mineral pigments and the Calafate berry as ink, mixed with some kind of

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<sup>10</sup> Swoop Patagonia (2023) *Cueva de las Manos*. Available from: <https://www.swoop-patagonia.com/travel/road-trips/ruta-40/cueva-manos#about-the-cueva-de-las-manos> [Accessed December 17, 2023] © Swoop Travel Ltd. 2023



binder. To preserve the paintings, both guanaco fat and urine were applied as a sealant. As to why so many hands in particular were the 'subject' of the art, the answer to this invites the visitor to ponder...<sup>11</sup> (Swoop Patagonia, 2023, <https://www.swoop-patagonia.com/travel/road-trips/ruta-40/cueva-manos#about-the-cueva-de-las-manos>). The following section will cover information about the Republic of Cyprus in-depth.

## **1.6 Popular tourist destination in the Republic of Cyprus – Cyprus Medieval Museum (Lemesos Castle) situated in the city of Lemesos**

The Republic of Cyprus, a member-state of the European Union, is the third largest island in the Mediterranean, located on its eastern basin. Cyprus is very renowned for its natural beauty, its wine and produce and as a year-round holiday destination. There are many cultural attractions in Cyprus, notably its many Archaeological sites, Monuments and Museums. One of the most popular and visited sites is the 'Cyprus Medieval Museum' (Lemesos Castle) located near the harbor, in the heart of the historical center of the city of Lemesos. Its unique architecture as a fortress and its collection of medieval exhibits are clearly depicted in Figure 1.5 below.

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<sup>11</sup> Swoop Patagonia (2023) *Cueva de las Manos*. Available from: <https://www.swoop-patagonia.com/travel/road-trips/ruta-40/cueva-manos#about-the-cueva-de-las-manos> [Accessed December 17, 2023] © Swoop Travel Ltd. 2023

**Figure 1.5 The unique architecture and exhibits at the ‘Cyprus Medieval Museum’ (Lemesos Castle)**



The Official Portal of Cyprus Tourism

\_DSC3611-HDR.JPG



Limassol Castle\_2.JPG

Limassol Castle\_3.JPG

Source: (The Official Portal of Cyprus Tourism, 2024, <https://www.visitcyprus.com/> and The Official Portal of the Department of Antiquities, Cyprus (<http://www.culture.gov.cy/da>). “All images/photographs have been used after permission was authorized by the Department of Antiquities, Cyprus, who maintains all ownership rights”.

<sup>1213</sup>According to the official Portal of the Department of Antiquities, Cyprus (<http://www.culture.gov.cy/da>) the museum houses exhibits that reflect Cyprus’ historical

<sup>12</sup> The Official Portal of Cyprus Tourism (2024) *Cyprus Medieval Museum [Limassol (Lemesos) Castle]*. Available from: <https://www.visitcyprus.com/index.php/en/discovercyprus/culture/museums-galleries/135-cyprus-medieval-museum-limassol-lemesos-castle> [Accessed January 07, 2024] © 2024 All rights reserved. VISITCYPRUS.COM

development, its economic, social and artistic evolution as well as the daily life of its people from the 3<sup>rd</sup> to the 18<sup>th</sup> c. A.D. and include Medieval pottery, tombstones, superb silver Byzantine era wares, weapons, crosses and coins. Legend has it that Richard the Lionheart - the King of England and leader of the 3<sup>rd</sup> Crusade - landed near Amathous on his way to the Holy Land and celebrated his marriage to Berengaria of Navarre in the castle's chapel in 1191, crowning her Queen of England. Archaeological investigation within the castle revealed that the current fortress was built over an Early Christian Basilica, a Middle Byzantine Monument and possibly the city's first Cathedral. The castle seems to have been much larger in its original form, and underwent many modifications during the 16<sup>th</sup> century so that it could be used in the defense of the town. In 1570 the Ottomans conquered the castle and used it as a garrison and jail. During the British Rule it functioned as a police station, and briefly as a place of detainment. **Region:** Lemesos **Address:** Richardou & Berengarias, near the Old Port<sup>14</sup> (The official portal of the Department of Antiquities, Cyprus, <http://www.culture.gov.cy/da>). The following section will cover information about the conclusion of this chapter in-depth.

## 1.7 Conclusion

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

## 1.8 Review questions

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<sup>13</sup> The official Portal of the Department of Antiquities, Cyprus. Available from:

<http://www.culture.gov.cy/dmculture/DA/DA.nsf/All/5A9D613873FBB2DFC22571990020A1C0?OpenDocument>

<sup>14</sup> The official Portal of the Department of Antiquities, Cyprus. Available from:

<http://www.culture.gov.cy/dmculture/DA/DA.nsf/All/5A9D613873FBB2DFC22571990020A1C0?OpenDocument>

- 1) Define the terms 'blue economy' and 'international visitors'?
- 2) Identify at least one example of a popular tourist attraction site located in Belgium?
- 3) Describe at least one example of a popular tourist attraction site located in Zambia?
- 4) Discuss at least one example of a popular tourist attraction site located in Argentina? Identify at least one example of a popular tourist attraction site located in the Republic of Cyprus?

## Chapter 2: Popular tourist destinations in Latvia, Kenya & Liberia

After reading this chapter you should be able to:

- Define the terms ‘blue tourism’ and ‘main destination of a trip’.
- List one of the most popular tourist attraction site in Latvia.
- Identify one of the most popular tourist attraction site in Kenya.
- Describe one of the most popular tourist attraction site in Liberia.

### 2.1 Introduction

<sup>15</sup>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>16</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” (World Bank Group, 2017:20, <https://documents1.worldbank.org/>). The prosperity of a nation can be strengthened by its tourism sector. Tourism generally helps to boost economic growth, employment creation and inter-cultural exchange amongst global societies. When international tourists arrive in a foreign country they bring new ideas, knowledge and culture/values from their country of origin and overtime they share these with the local people leading to the creation of a multi-cultural society and prolonged diplomatic relations. <sup>17</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

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<sup>15</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 ©2023 ISBN: 978-1-77931-690-5 EAN: 9781779316905 and it is also available on the free online library – <https://rudolphmuteswa.com>

<sup>16</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>17</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.

USD390 billion in charitable donations, showing the potential of travel philanthropy<sup>18</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 definition of terms in-depth.

## 2.2 Definition of terms

“**Blue Tourism** is a sustainable alternative of the traditional tourism practices in coastal and maritime areas. It is typically a low impact activity focusing on the promotion of local communities and the conservation of natural resources,<sup>19</sup> and is a sub-component of sustainable tourism. This contrasts with large-scale tourism characterized by beach resort tourism and international cruise tourism” (“World Bank. 2022. Blue Tourism in Islands and Small Tourism-Dependent Coastal States: Tools and Recovery Strategies”).<sup>20</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, 92844/02/24”. The following section will cover information about a popular destination in Latvia in-depth.

## 2.3 Popular tourist destination in Latvia – (**Vērmanes Garden Park’ located in the city of Riga**)

<sup>21</sup>Latvia is globally renowned for its highly skilled workforce, highly attractive tourist attraction destinations and investor-friendly business environment. In general there are many popular

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<sup>18</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>19</sup> World Bank Group (2017). *What is the Blue Economy?* Retrieved from <https://www.worldbank.org/en/news/infographic/2017/06/06/blue-economy>

<sup>20</sup> World Tourism Organization (2023), *Glossary of Tourism Terms*, UNWTO, Madrid: <https://www.unwto.org/glossary-tourism-terms#B> [13-10-2023].

<sup>21</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 1<sup>st</sup> Edition*. Self-published eBook, ©2023 ISBN: 978-1-77931-813-8 EAN: 9781779318138 and available on the free online library – <https://rudolphmuteswa.com>

tourist attraction sites in Latvia. In this section one of the most popular tourist attraction site that will be discussed in greater detail is called ‘Vērmanes Garden Park’ located in the city of Riga, Latvia. The spectacular landscape and climate change friendly facilities at the ‘Vērmanes Garden Park’ will be clearly depicted by Figure 2.1 below.

**Figure 2.1 The spectacular landscape and climate change friendly facilities at the ‘Vērmanes Garden Park’**



Source: (Riga Investment and Tourism Agency, 2023, <https://www.liveriga.com/en/3233-vermanes-garden-park>).

<sup>22</sup>“Vērmanes Garden Park is Riga's second oldest public park; the numerous benches are always occupied by Rigans and visitors to the city, the historic open-air stage features various concerts, and children have fun on the park's playground. Vērmanes Garden Park is situated in the very centre of the city, surrounded by Tērbatas, Elizabetes, Krišjāņa Barona and Merķeļa streets. Riga's second oldest park was created by donations in early 19th century. It was named after the wealthy widow Anna Gertrud Vērmāne (born Ebel, 1750.-1827), who had allocated a piece of land and a great sum of money for the park. Now a statue to the generous lady stands there. Vērmanes Garden Park features various sculptures - splendid four season fountain, majestic stone lions, a monument to the collector of Latvian folk songs - Krišjānis Barons, and a bronze dandy - a monument to Latvian artist and designer Kārlis Padegs - on the other side of the fence.

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<sup>22</sup> Riga Investment and Tourism Agency (2023) *Vērmanes Garden Park*. Available from: <https://www.liveriga.com/en/3233-vermanes-garden-park> [Accessed December 18, 2023] © LIVE RĪGA 2023. All rights protected

The garden park turns into a fairy tale during a year's darkest period as it features strings of beaming lamps, music, and giant snow-men. The wooden open-air stage on the Elizabetes Street side is popular with chess players; sometimes it holds concerts and performances of dance groups. Having strolled through the park, relax in the cosy tea house, a restaurant or night club located in the historic building at the corner of Tērbatas and Merķeļa streets”” (Riga Investment and Tourism Agency, 2023, <https://www.liveriga.com/en/3233-vermanes-garden-park>). The following section will cover information about a popular destination in Kenya in-depth.

## **2.4 Popular tourist destination in Kenya – (Ngulia Safari Lodge in Tsavo West)**

<sup>23</sup>“Kenya has a domestic market of over 50 million people and is a leading economy in Sub-Saharan Africa. The technology sector is also one of the fastest-growing business sectors in Kenya, and internet access rates are some of the highest in sub-Saharan Africa. The tourism sector in Kenya is one of the most diverse in East Africa, with increased investments in conference, eco-tourism, and leisure tourism”<sup>24</sup> (The World Bank Group, 2021 & The World Bank Doing Business, 2021 cited in The International Trade Administration, U.S. Department of Commerce, 2021, <https://www.trade.gov/knowledge-product/kenya-market-overview> cited in Muteswa, 2022:71). The unique adventure and beautiful natural environment surrounding the Ngulia Safari Lodge will be clearly depicted by Figure 2.2 below.

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<sup>23</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, ©2022 ISBN: 978-1-77924-684-4 EAN: 9781779246844 and it is also available on the free online library – <https://rudolphmuteswa.com>

<sup>24</sup> The International Trade Administration, U.S. Department of Commerce (2021) *Kenya - Country Commercial Guide*. Available from: <https://www.trade.gov/knowledge-product/kenya-market-overview> [Accessed November 13, 2021] ©2021 The International Trade Administration, U.S. Department of Commerce.



**Figure 2.2 The unique adventure and beautiful natural environment surrounding the Ngulia Safari Lodge**



Mzima Springs



Amazing Cave



DSC 0304



Lodge Amenities - Swimming Pool

(Kenya Safari Lodges & Hotels Ltd, 2023, <https://safari-hotels.com/ngulia-safari-hotel>).

<sup>25c</sup>**NGULIA SAFARI LODGE. THE PEARL OF TSAVO WEST. Welcome To Ngulia Safari Lodge.** Ngulia Safari Lodge, one of the properties owned and managed by Kenya Safari

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<sup>25</sup> Kenya Safari Lodges & Hotels Ltd (KSLH) (2023) *Ngulia Safari Hotel*. Available from: <https://safari-hotels.com/ngulia-safari-hotel> [Accessed December 18, 2023]

Lodges & Hotels Ltd (KSLH) was officially opened on May 22, 1969. The Lodge is situated in one of the World's Largest Game Park – the Tsavo West National Park, on the edge of the Ndawe escarpment offering a vast panorama of Tsavo's sweeping plains and volcanic landscape. The serenity of the lodge makes it a perfect getaway with a clear view of Mount Kilimanjaro and the scenic. The lodge was constructed to blend in with the environment in the best tradition of ecologically sensitive architecture. The rustic look of the lodge, delicious meals and the serene atmosphere makes the lodge ideal for retreats, team building and educational getaway” (Kenya Safari Lodges & Hotels Ltd, 2023, <https://safari-hotels.com/ngulia-safari-hotel>). The amazing and comfortable accommodation facilities at Ngulia Safari Lodge will be clearly depicted by Figure 2.3 below.

**Figure 2.3 The amazing and comfortable accommodation facilities at Ngulia Safari Lodge**



Source: (Kenya Safari Lodges & Hotels Ltd, 2023, <https://safari-hotels.com/ngulia-safari-hotel>).

<sup>26</sup>“**Our Rooms.** The lodge has 52 modern style interconnecting spacious standard twin, double or triple bedded comfortable rooms. All ensuite with a lounge area, working station, a balcony with a view of the vast wilderness and floodlit water holes and attention to details making the room feel far more than just ‘standard’” (Kenya Safari Lodges & Hotels Ltd, 2023, <https://safari-hotels.com/ngulia-safari-hotel>). The following section will cover information about a popular destination in Liberia in-depth.

## **2.5 Popular tourist destination in Liberia – (‘Kpatawee Waterfalls’)**

Liberia is located on the continent of Africa and it is a peaceful and very democratic country with excellent foreign diplomatic relations. Today Liberia is globally known as a thriving tourism and hospitality hub in Africa. One of the most popular tourist attraction site in Liberia that will be covered in-depth in this section is called ‘Kpatawee Waterfalls’. The natural pristine landscapes and environment of the Kpatawee Waterfalls will be clearly depicted by Figure 2.4 below.

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<sup>26</sup> Kenya Safari Lodges & Hotels Ltd (KSLH) (2023) *Ngulia Safari Hotel*. Available from: <https://safari-hotels.com/ngulia-safari-hotel> [Accessed December 18, 2023]

**Figure 2.4 The natural pristine landscapes and environment of the Kpatawee Waterfalls**



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

<sup>27c</sup> **KPATAWEE WATERFALL.** Visit Kpatawee Waterfall and cool off in its refreshing cascading waters – your reward for a brisk one-hour hike to the second of the two waterfalls; the first being easy to reach from the road. Just three hours’ drive from Monrovia, the Kpatawee Waterfalls is a favorite swimming and picnic spot for locals although it remains blissfully untouched and uncrowded. Clamber across the black boulders to the sound of rushing waters, dipping in and out of the cool water along the way – an epic adventure you’ll not forget in a hurry. The new eco-friendly Kpatawee Waterfalls Ecolodge offers rustic and charming thatched-roof huts with solar-powered electricity and running water. The ecolodge offers 11 cozy huts, each with its bathroom featuring a shower and toilet. For those looking for a more adventurous experience, the ecolodge also has 28 tents and tent platforms available for campers. Day visitors as well as guests staying at the Kpatawee Waterfall Ecolodge can explore the lush rainforest on one of the daily guided hikes or play around in the waterfalls and natural pools. Kpatawee Waterfalls has a lifeguard on duty, and there is also a volleyball net for those wanting to start a game. At night, ecolodge guests can end their day gathered around a bonfire. The ecolodge has a full-service restaurant that serves delicious meals made with locally grown ingredients.

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<sup>27</sup> Enjoy Liberia (2023) *Kpatawee Waterfall*. Available from: <https://enjoyliberia.travel/pages/kpatawee-waterfall/> [Accessed December 18, 2023] © Copyright 2023 Liberia Tourism.

Kpatawee Waterfalls is just about a 30-minute drive from Gbarnga, the capital of Bong County, or about a three-hour drive from Monrovia and Roberts International Airport” (Enjoy Liberia, 2023, <https://enjoyliberia.travel/pages/kpatawee-waterfall/>). The following section will cover information about the conclusion of this chapter in-depth.

## **2.6 Conclusion**

It can be concluded that the success story of many developing and developed nations can be mainly attributed to the consistent growth of the tourism sector. Climate change policies have unquestionably improved the way things are done in the global tourism sector to preserve the natural environment. It can be concluded that climate change has significantly boosted the ‘nature-based tourism’ sector. Interestingly, various nations have made significant investments towards ‘nature-based tourism’ such as the Latvia, Kenya and Liberia. One of the main benefits of tourism in a country is employment creation and inter-cultural exchange amongst global societies since they bring new ideas, knowledge and culture/values from their country of origin. Nowadays nations such as Latvia, Kenya and Liberia will continue to enjoy powerful nation brand statuses as a result of their visitor-friendly societies. It can also be concluded that Latvia, Kenya and Liberia 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.

## **2.14 Review questions**

- 1) Define the term ‘blue tourism’ and ‘main destination of a trip’?
- 2) List at least one popular tourist attraction site in Latvia?
- 3) Describe at least one popular tourist attraction site in Kenya?
- 4) Discuss at least one popular tourist attraction site in Liberia?

## Chapter 3: Popular tourist destinations in the Hashemite Kingdom of Jordan, Sweden & Tanzania

After reading this chapter you should be able to:

- Define the terms ‘marine tourism’ and ‘domestic visitor’.
- List one of the most popular tourist attraction site in the Hashemite Kingdom of Jordan.
- Discuss one of the most popular tourist attraction site in Sweden.
- Describe one of the most popular tourist attraction site in Tanzania.

### 3.1 Introduction

<sup>28</sup>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>29</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>30</sup>According to

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<sup>28</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* ©2023 ISBN: 978-1-77931-690-5 EAN: 9781779316905 and it is also available on the free online library – <https://rudolphmuteswa.com>

<sup>29</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>30</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>31</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<sup>32</sup> (Deloitte Access Economics, 2021:34, <https://www2.deloitte.com/> cited in Rudolph Muteswa, 2023:73 in his famous book title ‘*Amazing Global Tourist Destinations & Airlines*’). The following section will discuss the definition of terms in-depth.

### 3.2 Definition of terms

“**Marine tourism** refers to predominantly water-based activities, such as sailing, scuba diving, and nautical sports (often carried out in coastal waters) and cruising”<sup>33</sup> (“World Bank. 2022.

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<sup>31</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>32</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* ©2023 ISBN: 978-1-77931-690-5 EAN: 9781779316905 and it is also available via the free online library –

<https://rudolphmuteswa.com>

<sup>33</sup> European Commission (n.d.). *A European Strategy for more Growth and Jobs in Coastal and Maritime Tourism*. Available at

[https://maritime-spatial-planning.ec.europa.eu/sites/default/files/doc\\_1.en\\_0.pdf](https://maritime-spatial-planning.ec.europa.eu/sites/default/files/doc_1.en_0.pdf)

Blue Tourism in Islands and Small Tourism-Dependent Coastal States: Tools and Recovery Strategies”).<sup>34</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, 92844/02/24”. The following section will cover information about a popular destination in the Hashemite Kingdom of Jordan in-depth.

### **3.3 Popular tourist destination in the Hashemite Kingdom of Jordan – (Aicha Memories Luxury Camp)**

The Hashemite Kingdom of Jordan is a country that is globally renowned for its foreign diplomacy excellence, a strong work ethic workforce, a talented workforce, leading universities & academic research publications, powerful nation brand, very hospitable people, thriving tourism and hospitality industry. In general there are many tourist attraction sites in the Hashemite Kingdom of Jordan and one of the most popular tourist attraction site in the Hashemite Kingdom of Jordan that will be discussed in-depth in this section is called ‘Aicha Memories Luxury Camp’. The magnificent unique architectural facilities designs of ‘Aicha Memories Luxury Camp’ will be clearly depicted by Figure 3.1 below.

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<sup>34</sup> “From [*Glossary of Terms*], by [UNWTO, World Tourism Organization, <https://www.unwto.org/glossary-tourism-terms>]. © UNWTO, World Tourism Organization [2023]. February, 2023. Reprinted with the permission of the United Nations.”



**Figure 3.1 The magnificent unique architectural facilities designs of ‘Aicha Memories Luxury Camp’**



Source: (Aicha Memories Luxury Camp, 2023, *Aicha*, <http://www.mlc.jo/pages/about-us>).

<sup>35</sup>According to Aicha Memories Luxury Camp (2023) **About Us**. The Memories Aicha Luxury Camp consists of 55 tents, nestled in the heart of the Wadi Rum. Bordered by rugged mountains and the stunning Arabian desert, this camp lets you wake up in the wild outdoors without compromising an ounce of luxury. Expect the same amenities and facilities as you would have in a top-class hotel. Each tent is decorated with plush furnishings and a colour-scheme of yellows, oranges and reds inspired by the colourful sands of the desert. Enjoy air-conditioning throughout the tent as well as showers. In addition to the elegant sleeping area, some tents also have dining and lounge spaces that are perfect for families. Enjoy on-site facilities such as a library, terrace, restaurant and outdoor barbecue area. Expert chefs prepare a range of delicious meals using fresh local ingredients. From the camp, head out for long days exploring the incredible Wadi Rum.

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<sup>35</sup> Aicha Memories Luxury Camp (2023) *About Us*. Available from: <http://www.mlc.jo/pages/about-us> [Accessed December 20, 2023]

Enjoy a jeep-tour of the red desert, sample a traditional Bedouin dinner cooked under the earth or relax beneath the clear night sky and admire hundreds of glittering stars. The Junior Luxury Tents (375 sq.ft.) are equipped with a King Bed or two Twin Beds can comfortably accommodate two guests. The tents come with en-suite bathroom and shower, Air conditioning, slippers, bathrobe, bottled mineral water, adapters and a hair dryer. The Executive Luxury Tents (540 sq.ft.) are equipped with one King Bed and one sofa bed. The tents can accommodate three guests and comes with a living room. The tents come with en-suite bathroom and shower, Air conditioning, slippers, bathrobe, bottled mineral water, adapters and a hair dryer. The Panoramic Luxury Tents (340 sq.ft.) –ideal for the star gazing are equipped with one king-sized bed. The tents can accommodate two guests and comes with en- suite bathroom and shower. Air conditioning, slippers, bathrobe, Dead Sea products, hot shower, bottled mineral water, adapters and a hair dryer. The guests can enjoy a continental breakfast and variety of local dishes during the dinner time. Fantastic bar under the rock provides non-alcoholic drinks, shisha and great atmosphere. Located only a five-minute drive from the Wadi Rum visitors centre. Clear night skies are perfect for stargazing. Excellent local staff are on hand to ensure your stay is a comfortable one. The resort has a family friendly ethos and is the ideal hub for children to have a desert experience. Onsite self-parking is also available. Memories Aicha Luxury Camp is a smoke-free property (Aicha Memories Luxury Camp, 2023, <http://www.mlc.jo/pages/about-us>). The stunning unique camp facilities, interior décor and amenities of Aicha Memories Luxury Camp will be clearly discussed by Figure 3.2 below.

**Figure 3.2 The stunning unique camp facilities, interior décor and amenities of ‘Aicha Memories Luxury Camp’**



Panoramic Luxury Suite



Coffee Lounge



Executive Luxury Tent



Executive Luxury Tent

Source: (Aicha Memories Luxury Camp, 2023, <http://www.mlc.jo/> and <http://www.mlc.jo/pages/gallery>).

<sup>36</sup>“**Spend a night in the Mars colony!** We've seen a fair share of the luxury campsites but Memories of Aicha is something truly unique. Tucked into the red valley whole site resembles

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<sup>36</sup> Aicha Memories Luxury Camp (2023) *Spend a night in the Mars colony!* Available from: <http://www.mlc.jo/> [Accessed December 20, 2023]

more Mars colony than camping site. Domes are very spacious and comfortable, with AC (important!), bathrooms and running water. Thanks to the transparent roof you can watch thousands of stars at night right from your bed. Or admire the Martian views during the day from your private deck - only oriental furniture will remind you that you are still on Earth” (Aicha Memories Luxury Camp, 2023, <http://www.mlc.jo/>). The following section will cover information about a popular destination in Sweden in-depth.

### 3.4 Popular tourist destination in Sweden – (Liseberg AB)

In general similar to Denmark and Norway the beautiful great nation of Sweden is globally known as one of the most-happiest countries in the world with a unique international visitor-friendly society. <sup>37</sup>“Sweden is one of Europe’s most economically powerful nation with a series of remarkable education, innovation and climate change centred policies” (Rudolph Muteswa, 2023:96). There are many tourist attraction sites in Sweden and one of the most popular tourist attraction site in Sweden that will be discussed in-depth in this section is called ‘Liseberg’.

<sup>38</sup>“**About Liseberg.** Since 1923, we have brought millions of people to meet and enjoy together. With us, adventure, music, games, good food, hotel stays, beautiful gardens, camping and soon also the bathing experience of your life await you. Lisebergsparken is open during three seasons – summer, Halloween and Christmas. Liseberg Grand Curiosa Hotel and more of our accommodations are open all year round. A warm welcome just when you want!” (Liseberg AB, 2023, <https://www.liseberg.se/om-liseberg/>). <sup>39</sup>According to Liseberg AB (2023) **Discover Lisebergsparken.** With us, a lot is pretend, but the experiences are real. Everything awaits here, from delightfully stomach-churning attractions and music to gas-hugging Halloween celebrations and a magical atmosphere in the sparkling winter park. Welcome to an experience to remember!

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<sup>37</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* ©2023 ISBN: 978-1-77931-690-5 EAN: 9781779316905 and it is also available on the free online library – <https://rudolphmuteswa.com>

<sup>38</sup> Liseberg AB (2023) *About Liseberg.* Available from: <https://www.liseberg.se/om-liseberg/> [Accessed December 21, 2023] Copyright © 2023 Liseberg AB

<sup>39</sup> Liseberg AB (2023) *Discover Lisebergsparken.* Available from: <https://www.liseberg.se/parken/> [Accessed December 21, 2023] Copyright © 2023 Liseberg AB

(Liseberg AB, 2023, <https://www.liseberg.se/parken/>). The fun and world class amusement park at Liseberg AB will be clearly depicted by Figure 3.3 below.

**Figure 3.3 The fun and world class amusement park at Liseberg AB**



Snake swing 180627 1(1)



Attractions\_summerpark\_080621\_7 (1) (1)



Halloween\_181120\_circus\_area



Bild\_fas1\_Jul\_Pa\_Liseberg\_2019

Source: (Liseberg AB, 2023, [https://www.mynewsdesk.com/se/liseberg/latest\\_media](https://www.mynewsdesk.com/se/liseberg/latest_media)). Copyright © 2023 Liseberg AB

<sup>40</sup>“**This is Liseberg.** Liseberg is one of Sweden's most visited tourist destinations. Since 1923, we have brought millions of people to meet and enjoy together in the amusement park. But Liseberg is more than that. **Amusement park for all ages.** Liseberg runs the amusement park with rides and experience attractions, games, wheel of fortune, music stages, dance floor and several restaurants and services in a green park environment. We are proud that there is something for all ages to experience in our theme park. For the little ones, there is the Rabbit Land and the Children's Paradise, filled with suitably edgy carousels and playgrounds. But Liseberg also offers more challenging attractions in absolute world class, such as Valkyria, AtmosFear, Balder and Helix. And there will be more. Three seasons in the amusement park In Liseberg, we run the amusement park during three seasons:

- The summer season which extends from April to September.
- The Halloween season which runs from October to early November, in conjunction with the school autumn holidays.
- Christmas at Liseberg, which extends from mid-November until New Year's” (Liseberg AB, 2023, <https://www.liseberg.se/om-liseberg/var-verksamhet/>). The following section will cover information about a popular destination in Tanzania in-depth.

### **3.5 Popular tourist destination in Tanzania – (Four Seasons Safari Lodge SERENGETI)**

Tanzania is generally a very beautiful country that is rich with natural resources and culture. In addition the people of the beautiful great nation of Tanzania are generally highly literate, possess a strong work ethics-culture whilst at the same time there are very hospitable to tourists/international visitors. Tanzania has many popular tourist attraction sites and in this section one of the most popular tourist destination that will be discussed in-depth is ‘Four Seasons Safari Lodge SERENGETI’. The stunning luxury interior décor, amenities and natural

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<sup>40</sup> Liseberg AB (2023) *This is Liseberg*. Available from: <https://www.liseberg.se/om-liseberg/var-verksamhet/> [Accessed December 20, 2023] Copyright © 2023 Liseberg AB

environment of the Four Seasons Safari Lodge SERENGETI will be clearly depicted by Figure 3.4 below.

**Figure 3.4 The stunning luxury interior décor, amenities and natural environment of the Four Seasons Safari Lodge SERENGETI**



Source: (Four Seasons Safari Lodge SERENGETI, 2023, <https://www.fourseasons.com/serengeti/photos-and-videos/>).

<sup>41</sup>“**Four Seasons Safari Lodge SERENGETI. YOUR SANCTUARY IN THE SAVANNAH.**

Join us deep in the heart of the world’s most celebrated wildlife reserves, where the Big Five – the lion, the leopard, the buffalo, the elephant and the rhinoceros – run free on the endless, untamed landscape. Perched on a series of elevated platforms and walkways, our Lodge sits next to an animal watering hole, where you can watch a family of elephants stop for their morning drink as you sip your own out on your room’s private balcony. Under the constant protection of local Maasai tribes people, we’ll take you in the bush for an exhilarating game drive, or you can soar high in the sky on a hot-air balloon safari. However you spend your day, our Spa is waiting to help you rehydrate, restore and re-energize for your next adventure. Our only question – where would you like to begin?”<sup>42</sup> (Four Seasons Safari Lodge SERENGETI, 2023, <https://www.fourseasons.com/serengeti/>). The unique modern luxury interior and nature landscapes of the Four Seasons Safari Lodge SERENGETI will be clearly depicted by Figure 3.5 below.

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<sup>41</sup> Four Seasons Safari Lodge SERENGETI (2023) *Four Seasons Safari Lodge SERENGETI*. Available from: <https://www.fourseasons.com/serengeti/> [Accessed December 21, 2023] ©Four Seasons Hotels Limited 1997-2023. All Rights Reserved.

<sup>42</sup> Four Seasons Safari Lodge SERENGETI (2023) *Four Seasons Safari Lodge SERENGETI*. Available from: <https://www.fourseasons.com/serengeti/> [Accessed December 21, 2023] ©Four Seasons Hotels Limited 1997-2023. All Rights Reserved.



**Figure 3.5 The unique modern luxury interior and nature landscapes of the Four Seasons Safari Lodge SERENGETI**



Source: (Four Seasons Safari Lodge SERENGETI, 2024, <https://www.fourseasons.com/serengeti/photos-and-videos/>).

**“SOAR ABOVE THE SERENGETI.** From a hot-air balloon, watch the savannah come to life just as the sun rises above the horizon, before joining us for a Champagne breakfast in the

bush<sup>43</sup> (Four Seasons Safari Lodge SERENGETI, 2023, <https://www.fourseasons.com/serengeti/>). The following section will cover information about the conclusion of this chapter in-depth.

### **3.6 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 the Hashemite Kingdom of Jordan, Sweden and Tanzania that continue to attract both domestic and international tourists.

### **3.7 Review questions**

- 1) Define the term 'marine tourism' and 'domestic visitor'?
- 2) List at least one popular tourist attraction site in the Hashemite Kingdom of Jordan?
- 3) Describe at least one popular tourist attraction site in Sweden?
- 4) Discuss at least one popular tourist attraction site in Tanzania?

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<sup>43</sup> Four Seasons Safari Lodge SERENGETI (2023) *Four Seasons Safari Lodge SERENGETI*. Available from: <https://www.fourseasons.com/serengeti/> [Accessed December 21, 2023] ©Four Seasons Hotels Limited 1997-2023. All Rights Reserved.

## Chapter 4: Popular tourist destinations in Namibia, United Arab Emirates & Thailand

After reading this chapter you should be able to:

- Define the term ‘marine and coastal tourism’ and ‘business visitor’.
- List one of the most popular tourist attraction site in Namibia.
- Identify one of the most popular tourist attraction site in the United Arab Emirates.
- Describe one of the most popular tourist attraction site in Thailand.

### 4.1 Introduction

44454647<sup>cc</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, 92844/02/24”. Every year the global tourism sector is diversifying since many countries are now placing more emphasis on the creation of new tourist destinations in order to attract international visitors for various reasons (United Nations World Tourism Organization – UNWTO, 2023, <https://www.unwto.org/why-tourism>). Tourism in general positively impacts a nation’s economy in various ways. The arrival of both domestic and international tourists to a popular tourist destination helps to generate

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<sup>44</sup> United Nations World Tourism Organization – UNWTO (2023) *Why Tourism?* Available from: <https://www.unwto.org/why-tourism> [Accessed February 11, 2023]

<sup>45</sup> Rudolph Muteswa (2024) *Tourist Destinations & International Airlines: Travel Guide for Diplomats, Academics, Students, Entrepreneurs, Executive Board of Directors, Tourists & Other Professionals Revised Edition* ©2024 ISBN: 978-1-77933-437-4 EAN: 9781779334374 and it is also available on the free online library – <https://rudolphmuteswa.com>

<sup>46</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* ©2023 ISBN: 978-1-77931-690-5 EAN: 9781779316905 and it is also available on the free online library – <https://rudolphmuteswa.com>

<sup>47</sup> United Nations World Tourism Organization – UNWTO (2023) *Why Tourism?* Available from: <https://www.unwto.org/why-tourism> [Accessed February 11, 2023]

foreign currency or local currency revenue to several industries such as: (1) hotel, motel, lodges bed & breakfast (B&B), (2) restaurants/cafes, (3) bars/pubs/night clubs, cinemas, (4) retail (shopping malls), (5) arts & culture (museums, religion centres, music, fashion & food cuisines), (6) transportation (airlines, local trains, sea cruises & bus/taxi services), (7) health (medical tourism – surgeries, cosmetics & so on), (8) nature & wildlife (garden parks and animal national parks/zoos) and many others since they provide essential services to tourists.<sup>48</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/>). Generally tourism helps to boost the nation brand of each and every country through marketing its beauty, pristine nature reserves, hospitality industry and airports. It is important to note that international trade and cooperation amongst countries is strongly influenced by tourism especially the treatment of foreigners by local people. The following section will discuss the definition of terms.

## 4.2 Definition of terms

“**Marine and Coastal Tourism** activities are typically defined as all the activities that take place in coastal and marine environments (cruises, recreational boating, fishing, diving, snorkeling, swimming, and surfing). However, if they are sustainable, not damaging to the environment and local cultures, and economically viable, then can be considered Blue Tourism activities, contributing to a blue economy”<sup>49</sup> (“World Bank. 2022. Blue Tourism in Islands and Small Tourism-Dependent Coastal States: Tools and Recovery Strategies”).<sup>50</sup>“**Business visitor**: A

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<sup>48</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>49</sup> European Commission (n.d.). *A European Strategy for more Growth and Jobs in Coastal and Maritime Tourism*. Available at [https://maritime-spatial-planning.ec.europa.eu/sites/default/files/doc\\_1.en\\_0.pdf](https://maritime-spatial-planning.ec.europa.eu/sites/default/files/doc_1.en_0.pdf)

<sup>50</sup> “From [*Glossary of Terms*], by [UNWTO, World Tourism Organization, <https://www.unwto.org/glossary-tourism-terms>]. © UNWTO, World Tourism Organization [2023]. February, 2023. Reprinted with the permission of the United Nations.”

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](#)).<sup>51</sup> (World Tourism Organization – UNWTO, 2023, <https://www.unwto.org/glossary-tourism-terms>), “© UNWTO, 92844/02/24”. The following section will cover information about a popular destination in Namibia in-depth.

### **4.3 Popular tourist destination in Namibia – (Okapuka Safari Lodge)**

Namibia is a country with various natural stunning tourist attraction sites and very hospitable people. Generally the great nation of Namibia is renowned for its rich cultural diversity, globally recognized higher education universities, thriving tourism industry, powerful nation brand and so on.<sup>5253</sup> According to The International Trade Administration, U.S. Department of Commerce (2021) Namibia has a population of 2.5 million, but with the recently completed expansion of the port at Walvis Bay, the country is positioning itself as a gateway to the more than 240 million people in the broader Southern Africa market. Namibia enjoys one of the most stable, peaceful political environments in Africa (The International Trade Administration, U.S. Department of Commerce, 2021, <https://www.trade.gov/country-commercial-guides/namibia-market-overview> cited in Rudolph Muteswa, 2022:105). There are many tourist attraction sites in Namibia and one of the most popular tourist attraction site that will be discussed in this section is called ‘Okapuka Safari Lodge’. The unique and stunning facilities and interior décor of Okapuka Safari Lodge will be clearly depicted by Figure 4.1 below.

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<sup>51</sup> “From [*Publication Series M\_83*], by [United Nations Stats, [https://unstats.un.org/unsd/publication/SeriesM\\_83Rev1e.pdf#page=36](https://unstats.un.org/unsd/publication/SeriesM_83Rev1e.pdf#page=36)]. © UN, [2023]. February, 2023”

<sup>52</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

<sup>53</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* 1<sup>st</sup> Edition ©2022 ISBN: 978-1-77924-684-4 EAN: 9781779246844 and it is available via the online library – <https://rudolphmuteswa.com>

**Figure 4.1 The unique and stunning facilities and interior décor of Okapuka Safari Lodge**



Source: (Okapuka Safari Lodge, 2023, <https://gondwana-collection.com/accommodation/okapuka-safari-lodge?>).

<sup>54</sup>“**OKAPUKA SAFARI LODGE.** Experience Africa’s wild side at the doorstep of Namibia’s capital Windhoek, just a 30 minute drive from the center of town. Surrounded by a 7300 ha living escape of prime African savannah, Okapuka Safari Lodge is an oasis of lush green lawns under ancient camel thorn trees against the backdrop of a towering mountain range. Enjoy the peace and quiet from the verandah of your cosy holiday home watching an array of warthogs passing by accompanied by antelopes, peacefully grazing side by side. Okapuka, meaning “small

<sup>54</sup> Okapuka Safari Lodge (2023) *Okapuka Safari Lodge*. Available from: <https://gondwana-collection.com/accommodation/okapuka-safari-lodge?LodgeName=OKAPUKA%20SAFARI%20LODGE&hsLang=en> [Accessed December 22, 2023] Copyright 2023. All Rights Reserved.

animal” in Herero lives up to its name already at first glance”” (Okapuka Safari Lodge, 2023, <https://gondwana-collection.com/accommodation/>). The fun game drives of Okapuka Safari Lodge will be clearly depicted by Figure 4.2 below.

**Figure 4.2 The fun game drives of Okapuka Safari Lodge**



Source: (Okapuka Safari Lodge, 2023, <https://gondwana-collection.com/accommodation/okapuka-safari-lodge?>).

<sup>55</sup>“The iconic game drive, however, will take your breath away as you might encounter most of Namibia’s beautiful and diverse wildlife right here. Just out of town yet deep in the African bushveld, you are almost guaranteed sightings of all indigenous antelope species, giraffe, ostriches and, most importantly, white rhino. Okapuka Safari Lodge takes you on a nostalgic African journey, reflecting both the majestic tranquility of our mysterious continent and the exciting wildlife” (Okapuka Safari Lodge, 2023, <https://gondwana-collection.com/accommodation/>). The following section will cover information about a popular destination in the United Arab Emirates in-depth.

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<sup>55</sup> Okapuka Safari Lodge (2023) *Okapuka Safari Lodge*. Available from: <https://gondwana-collection.com/accommodation/okapuka-safari-lodge?LodgeName=OKAPUKA%20SAFARI%20LODGE&hsLang=en>  
[Accessed December 22, 2023] Copyright 2023. All Rights Reserved.

#### **4.4 Popular tourist destination in the United Arab Emirates – (Qasr Al Sarab Desert Resort situated in Abu Dhabi)**

In general the United Arab Emirates (UAE) is one of the many countries in the Middle East region with a powerful nation brand status and a thriving tourism and hospitality industry. There are many popular tourist destinations or attraction sites in the United Arab Emirates and one of the most popular tourist attraction site in the United Arab Emirates that will be discussed in this section is called ‘Qasr Al Sarab Desert Resort by Anantara’ located in Abu Dhabi. The stunning aerial views of swimming pool and villa of Qasr Al Sarab Desert Resort will be clearly depicted by Figure 4.3 below.



**Figure 4.3 The stunning aerial views of swimming pool and villa of Qasr Al Sarab Desert Resort**



Swimming Pool Aerial View



Exterior View One Bedroom Villa



Royal Pavillion Courtyard at Night



Desert BBQ

Source: (Qasr Al Sarab Desert Resort by Anantara, 2023, *Gallery*, <https://www.anantara.com/en/qasr-al-sarab-abu-dhabi/gallery>) © 2023 Anantara Hotels, Resorts & Spas

<sup>56</sup>According to Qasr Al Sarab Desert Resort by Anantara (2023) **QASR AL SARAB DESERT RESORT BY ANANTARA. UNCOVER THE SPIRIT OF ARABIA WITH OUR ABU**

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<sup>56</sup> Qasr Al Sarab Desert Resort by Anantara (2023) *Qasr Al Sarab Abu Dhabi*. Available from: <https://www.anantara.com/en/qasr-al-sarab-abu-dhabi> [Accessed December 22, 2023] © 2023 Anantara Hotels, Resorts & Spas

**DHABI RESORT.** On the outskirts of Abu Dhabi, the world’s largest sand desert – the Empty Quarter – beckons. Qasr Al Sarab by Anantara rises up from flame-coloured dunes like a mirage, inviting adventure in the most luxurious of styles. Traverse the Rub’ al Khali by camelback. Dine under desert skies. Unwind with hammam and desert rose rituals at our relaxing Abu Dhabi resort. For the most exclusive of stays, reserve a Royal Pavilion out in the desert.

#### **AT A GLIMPSE**

- A secluded oasis 90 minutes from Abu Dhabi
- 140 rooms, 14 suites and 53 pool villas
- Desert adventures
- Moroccan hammam and desert spa rituals (Qasr Al Sarab Desert Resort by Anantara, 2023, <https://www.anantara.com/en/qasr-al-sarab-abu-dhabi>). The highly attractive interior décor and facilities at the Qasr Al Sarab Desert Resort by Anantara will be clearly depicted by Figure 4.4 below.

**Figure 4.4 The highly attractive interior décor and facilities at the Qasr Al Sarab Desert Resort by Anantara**



Treatment Room Jacuzzi



Deluxe Terrace Room

Source: (Qasr Al Sarab Desert Resort by Anantara, 2023, *Gallery*, <https://www.anantara.com/en/qasr-al-sarab-abu-dhabi/gallery>) © 2023 Anantara Hotels, Resorts & Spas

<sup>57cc</sup> **ACCOMMODATION. CHOOSE YOUR DESERT OASIS. Rooms and Suites.** Admire endless dunes from your ideal oasis. A lush garden terrace facing arid beauty. Elevated sunsets from your balcony. A desert panorama from your wrap-around sun lounge.

- 45 – 50 sqm of indoor and outdoor space
- Spectacular desert views
- Garden terrace, balcony or sun terrace” (Qasr Al Sarab Desert Resort by Anantara, 2023, <https://www.anantara.com/en/qasr-al-sarab-abu-dhabi>). The following section will cover information about a popular destination in Thailand in-depth.

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<sup>57</sup> Qasr Al Sarab Desert Resort by Anantara (2023) *Qasr Al Sarab Abu Dhabi*. Available from:

<https://www.anantara.com/en/qasr-al-sarab-abu-dhabi> [Accessed December 22, 2023] © 2023 Anantara Hotels, Resorts & Spas

#### **4.5 Popular tourist destination in Thailand – (Four Seasons Tented Camp GOLDEN TRIANGLE, Thailand)**

Thailand is one of the most popular tourist destinations in the world that is rich in biodiversity, modern hotels, restaurants and a multi-cultural environment. Interestingly, Thailand is generally a rich country in terms of natural resources, cultural heritage and this ultimately strengthens its economic power including its international stature (*nation brand*). The people of Thailand are globally known to be very hospitable, eco-friendly and peaceful. There are many tourist attraction sites in Thailand and one of the most popular tourist attraction site in Thailand that will be discussed in this section is called ‘Four Seasons Tented Camp Golden Triangle, Thailand’. The spectacular landscape views and nature reserves at the Four Seasons Tented Camp GOLDEN TRIANGLE, Thailand will be clearly depicted by Figure 4.5 below.

**Figure 4.5 The spectacular landscape views and nature reserves at the Four Seasons Tented Camp GOLDEN TRIANGLE, Thailand**



Source: (Four Seasons Tented Camp GOLDEN TRIANGLE, Thailand, 2023, <https://www.fourseasons.com/goldentriangle/photos-and-videos/>) ©Four Seasons Hotels Limited 1997-2023. All Rights Reserved.

<sup>58</sup> **Four Seasons Tented Camp GOLDEN TRIANGLE, Thailand.** A MAGICAL ESCAPE IN TENTED CAMP LUXURY Welcome to the adventure of a lifetime in the natural

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<sup>58</sup> Four Seasons Tented Camp GOLDEN TRIANGLE, Thailand (2023) *Four Seasons Tented Camp GOLDEN TRIANGLE, Thailand*. Available from: <https://www.fourseasons.com/goldentriangle/> [Accessed December 23, 2023]

surroundings of northern Thailand, bordering Myanmar and Laos. Interact with rescued elephants, explore spectacular mountain trails or bamboo jungles and unwind in luxury tents. Let the adventurer's spirit in you come to life – while enjoying our signature hospitality and all-inclusive experiences”” (Four Seasons Tented Camp GOLDEN TRIANGLE, Thailand, 2023, <https://www.fourseasons.com/goldentriangle/>). The stunning interior décor and swimming pool at the Four Seasons Tented Camp GOLDEN TRIANGLE, Thailand will be clearly depicted by Figure 4.6 below.

**Figure 4.6 The stunning interior décor and swimming pool at the Four Seasons Tented Camp GOLDEN TRIANGLE, Thailand**



Source: (Four Seasons Tented Camp GOLDEN TRIANGLE, Thailand, 2023, <https://www.fourseasons.com/goldentriangle/photos-and-videos/>) ©Four Seasons Hotels Limited 1997-2023. All Rights Reserved.

<sup>59</sup>“**THAILAND’S GLAMPING ADVENTURE AWAITS.** Four Seasons invites you to explore the diverse cultures, landscapes and experiences in the “Land of Smiles.” Reconnect

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<sup>59</sup> Four Seasons Tented Camp GOLDEN TRIANGLE, Thailand (2023) *Four Seasons Tented Camp GOLDEN TRIANGLE, Thailand*. Available from: <https://www.fourseasons.com/goldentriangle/> [Accessed December 23, 2023]

with loved ones and experience the joy of spending time together at our Resorts in Chiang Mai, Chiang Rai and Koh Samui. **UNPACKING LIST**. It's not the things you take with you that define your journey; it's the experiences you have and the memories you bring home. Explore our Camp Guides' five sensory "souvenirs." (Four Seasons Tented Camp GOLDEN TRIANGLE, Thailand, 2023, <https://www.fourseasons.com/goldentriangle/>). The following section will cover information about the conclusion of this chapter in-depth.

## **4.6 Conclusion**

It can be concluded that the growth patterns of the global tourism sector have continued to improve and this has managed to make tourism a critical economic activity in each and every country in the world. Today tourism has created new economic opportunities for many countries by continuously creating new destinations that help to generate financial income for the local communities, businesses and government. One of the key advantages of tourism is that it helps to preserve local culture, history and architecture in order to boost cultural tourism whilst maintaining the traditional societal values.

## **4.7 Review questions**

- 1) Define the term 'marine and coastal tourism' and 'business visitor'?
- 2) List at least one popular tourist attraction site in Namibia?
- 3) Describe at least one popular tourist attraction site in the United Arab Emirates?
- 4) List at least one popular tourist attraction site in Thailand?



## Chapter 5: Popular tourist destinations in France, Austria, Norway & Israel

After reading this chapter you should be able to:

- Define the following terms ‘branding’ and ‘transfer passengers’. List one of the most popular tourist attraction site in France.
- Identify one of the most popular tourist attraction site in Austria.
- Describe one of the most popular tourist attraction site in Norway.
- Discuss one of the most popular tourist attraction site in Israel.

### 5.1 Introduction

<sup>60</sup>In general ‘tourism’ is the main beneficiary of the rise of the cruise ship, airline, railway and airport industries’ in a country, province, state, city or town. It is important to note the fact that on a yearly basis over 1 billion tourists are travelling to various tourist destinations and as a result enormous foreign currency revenue is generated by the host country. In today’s modern day business world the cruise ship, airline, railway and airport industries’ now play a significant role towards the elimination of the following: poverty, unemployment, poor living standards, human rights violations, poor transport and building infrastructure developments in a country.

<sup>61</sup>According to the International Civil Aviation Organization (ICAO) (2019:19-20) **Aviation Supports Tourism**. Air transport activities affect multiple sectors of the economy, especially tourism. The connectivity brought by air transport is at the heart of tourism development, providing substantial economic benefits for all those involved in the tourism value chain. Currently, approximately 1.4 billion tourists are crossing borders every year, over half of whom arrived at their destinations by air. Particularly for Least Developed Countries (LDCs),

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<sup>60</sup> Rudolph Muteswa (2023) *The World’s Amazingly Beautiful & Magnificent Airports, Flight Destinations & Airlines: Travel Guide for Executive Board of Directors, Government Diplomats, Tourists, International Students, Academics, Entrepreneurs & Other Professionals 1<sup>st</sup> Edition* ©2023 ISBN: 978-1-77931-571-7 EAN: 9781779315717 and it is also available on the free online library – <https://rudolphmuteswa.com>

<sup>61</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

Landlocked Developing Countries (LLDCs) and Small Island Developing States (SIDS), tourism is a main source of foreign exchange earnings and often one of the few activities for which their location, coupled with exceptional natural and cultural resources, is a strong competitive advantage. If tourism is well managed with a strong support by air transport, it can reduce poverty levels through employment of local people in tourism enterprises, goods and services provided to tourists, or the running of small and community based enterprises, etc. Business tourism, specifically meetings, incentives, conferences and exhibitions (MICE) activity, relies significantly on the availability of air travel and can generate a bigger economic impact because business travellers spend more, at least per day, than leisure visitors do. In addition to the expected benefits in the hotel, restaurant, and retail sectors, tourism also fosters growth in industries as varied as agriculture, business services, construction, and real estate<sup>62</sup> (ICAO, 2019:19-20, <https://www.icao.int/sustainability/Documents/AVIATION-BENEFITS-2019-web.pdf>). It can be argued that nowadays there is a strong interrelation between human rights, democracy, tourism, nation branding and as a result many globally ranked top tourist destinations are now implementing business and community human rights protection programs or laws in order to continue to enjoy bigger economic benefits through tourism. The following section will cover information about the definition of terms in-depth.

## 5.2 Definition of terms

There are many definitions used in the airports and aviation industry today. <sup>63</sup><sup>64</sup>For purposes of this textbook ***branding*** refers to how a country, organization, group or individuals want to: (1) appeal, (2) be viewed, (3) be differentiated, (4) be identified, (5) benchmarked and so on by both its internal stakeholders (*such as citizens, people, community, domestic market and so on*) and

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<sup>62</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

<sup>63</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 1<sup>st</sup> Edition, Educational Ebook, p1- 146, ISBN: 978-1-77924-684-4 and it is available on the online library – <https://rudolphmuteswa.com>

<sup>64</sup> Rudolph Muteswa (2021) *The Magnificence of Respecting Human Rights, Democracy & Freedoms in a Country & Organizations: (Gathered Articles): A North America, Asia, Africa, Oceania & Europe a 21st Century Perspective*. 1<sup>st</sup> Edition, ISBN 978-1-77921-415-7, Self -Published Book, p42 and p139 and it is available on the online library – <https://rudolphmuteswa.com>

external stakeholders (such as the international community, international bodies, foreign market and so on)” (Rudolph Muteswa, 2021:41). <sup>6566</sup>“*Transfer passengers* - Those who change planes within 24 hours without leaving the customs area are counted both arriving and departing” (Amsterdam Airport Schiphol, 2022, <https://www.annualreportschiphol.com/> cited in Rudolph Muteswa, 2023 famous book title - *The World’s Amazingly Beautiful & Magnificent Airports, Flight Destinations & Airlines 1<sup>st</sup> Edition*). The following section will cover information about a popular destination in France in-depth.

### **5.3 Popular tourist destination in France/French Republic – (‘Zoo de La Palmyre’ in Les Mathes southwestern France and ‘Jardin du Luxembourg or Luxembourg Garden’ in Paris)**

<sup>67</sup>“France is globally recognized as one of the happiest, technologically advanced, democratic, economically stable and friendly nation in the world” (Rudolph Muteswa, 2022:48 cited from his famous book title ‘*The Magnificence & Importance of the United States of America, United Kingdom, Germany, France, Australia, Belgium, Canada, Switzerland, Italy, South Africa, Norway, Denmark & Spain International Relations with the Continent of Africa 1<sup>st</sup> Edition*’). <sup>6869</sup>““With a GDP of approximately \$2.6 trillion in 2020 (down 8.2% in 2020, +1.5% y-o-y

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<sup>65</sup> Amsterdam Airport Schiphol (2022) *Glossary*. Available from:

<https://www.annualreportschiphol.com/trafficreview2021/glossary> [Accessed December 10, 2022] © Schiphol 2022

<sup>66</sup> Rudolph Muteswa (2023) *The World’s Amazingly Beautiful & Magnificent Airports, Flight Destinations & Airlines: Travel Guide for Executive Board of Directors, Government Diplomats, Tourists, International Students, Academics, Entrepreneurs & Other Professionals 1<sup>st</sup> Edition* ©2023 ISBN: 978-1-77931-571-7 EAN: 9781779315717 and it is also available on the free online library – <https://rudolphmuteswa.com>

<sup>67</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 1<sup>st</sup> 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>

<sup>68</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 1<sup>st</sup> Edition*. Self Published Educational Ebook, p31, ISBN: 978-1-77924-684-4 EAN: 9781779246844 available for as a free download on the online library -<https://rudolphmuteswa.com>

<sup>69</sup>The International Trade Administration, U.S. Department of Commerce (2021) *France - Country Commercial Guide*. Available from: <https://www.trade.gov/country-commercial-guides/france-market-overview> [Accessed November 13, 2021]©2021 The International Trade Administration, U.S. Department of Commerce.

growth in 2019), France is the world's fifth-largest economy and Europe's third-largest economy after Germany and the UK. It has substantial agricultural resources and maintains a strong manufacturing sector, despite a recent decline. A dynamic services sector now accounts for an increasingly large share of economic activity and is responsible for most job creation in recent years. France initiated the G-20, is host to the OECD, and is a member of the G-7, the European Union, and the World Trade Organization, confirming its status as a leading economic player globally. France has an educated population, first-rate universities, and a talented workforce. It has a modern business culture, sophisticated financial markets, strong intellectual property protections, and innovative business leaders. The country is known for its world-class infrastructure, including high-speed passenger rail, maritime ports, extensive roadway networks and public transportation, and efficient intermodal connections”” (The International Trade Administration, U.S. Department of Commerce, 2021 cited in Rudolph Muteswa, 2022:45 in his famous book title ‘*28 Amazingly Beautiful Countries in the World & Our World Heroes Towards Humanity*’). The two popular tourist attraction sites in France will be discussed as follows:

### **5.3.1 Zoo de La Palmyre in Les Mathes southwestern France**

There are many popular tourist attraction sites or destinations in France/French Republic and in this section the popular attraction site that will be discussed is the ‘Zoo de La Palmyre’ in Les Mathes southwestern France. The amazing nature and drone aerial views of the Zoo de La Palmyre in Les Mathes southwestern France will be depicted by Figure 5.1 below.

**Figure 5.1 The amazing nature and drone aerial of the Zoo de La Palmyre in Les Mathes southwestern France**



Source: (La Palmyre Zoo, 2023, *Espace Grands Singes*, [http://www.zoo-palmyre.fr/sites/default/files/inline-images/zoo-palmyre-drone-grand-singe\\_R032982.jpg](http://www.zoo-palmyre.fr/sites/default/files/inline-images/zoo-palmyre-drone-grand-singe_R032982.jpg)). © Sébastien Meys

<sup>70cc</sup> **ABOUT.** Created in 1966 by Claude and Irène Caillé, currently managed by their son Patrick Caillé and their grandson Pierre Caillé, the Zoo de La Palmyre is nestled in a 18-hectares pine forest, at only a few miles away from the beaches of Royan. With **500,000 visitors** following its pathways each year, it is one of the most visited touristic site in France and the second of Charente-Maritime. Open all-year round, the Zoo de La Palmyre records more than 200 births per year and hosts 1600 animals of 105 species. The Zoo de La Palmyre plays an important role in the **conservation of endangered species** by participating in more than 60 European Breeding Programs and funding around twenty *in situ* programs to protect endangered wildlife through the world: orangutans and elephants in Borneo, gorillas and chimpanzees in Democratic Republic of Congo, lemurs in Madagascar, giant otters in Brazil, tamarins in Colombia...”(La Palmyre Zoo,

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<sup>70</sup>La Palmyre Zoo (2023) *About La Palmyre Zoo*. Available from: <http://www.zoo-palmyre.fr/en/about-la-palmyre-zoo> [Accessed September 30, 2023]

2023, <http://www.zoo-palmyre.fr/en/about-la-palmyre-zoo>). The various beautiful and fun wildlife animals at the Zoo de La Palmyre will be depicted by Figure 5.2 below.

**Figure 5.2 The various beautiful and fun wildlife animals at the Zoo de La Palmyre**



Asiatic Elephants/*Elephas maximus*© Florence Perroux



Bongo© Florence Perroux



Golden-headed Lion Tamarins© Florence Perroux



Chilean Flamingo© Florence Perroux

Source: (La Palmyre Zoo, 2023, <http://www.zoo-palmyre.fr/>).

### <sup>71</sup>“**La Palmyre Zoo facts and figures:**

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<sup>71</sup>La Palmyre Zoo (2023) *About La Palmyre Zoo*. Available from: <http://www.zoo-palmyre.fr/en/about-la-palmyre-zoo> [Accessed September 30, 2023]

4,2km Length of visitor route

500,000 Annual number of visitors

16,000 Record number of visitor in a day (August)

60 Number of employees year-round

120 Number of employees in high season

40 Keepers

1600 Animals

105 Species

28 Primate species

200-250 Annual number of births” (La Palmyre Zoo, 2023, <http://www.zoo-palmyre.fr/en/about-la-palmyre-zoo>). The following section will cover information about the Jardin du Luxembourg in-depth.

### **5.3.2 ‘Jardin du Luxembourg or Luxembourg Garden’ in Paris**

There are many popular tourist attraction sites or destinations in France/French Republic and in this section the popular attraction site that will be discussed is the Jardin du Luxembourg or Luxembourg Gardens in Paris. The amazing nature and landscapes of the Jardin du Luxembourg will be depicted by Figure 5.3 below.

**Figure 5.3 The amazing nature and landscapes of the Jardin du Luxembourg**



Credit: ("Photo Sénat"). "copyright@senat.fr"

**Jardin du Luxembourg.**<sup>72</sup> According to Jardin du Luxembourg (2023) **History of the Garden.** Acquired by Marie de Medici between 1614 and 1631, the Luxembourg Gardens underwent numerous transformations, up to the work of Haussmann, which gave it its current layout. If the surface area of the estate - approximately 23 hectares - is roughly equivalent to that of Marie de Medici's acquisitions, its configuration has completely changed over the centuries. It was only at the end of the Second Empire that the garden was established within its current limits (Jardin du

<sup>72</sup> Jardin du Luxembourg (2023) *History of the Garden*. Available from: <https://jardin.senat.fr/histoire-patrimoine/histoire.html> [Accessed September 23, 2023] © Senate 2023. All rights reserved.



Luxembourg, 2023, <https://jardin.senat.fr/histoire-patrimoine/histoire.html>).<sup>73</sup> **The Garden in figures.** Discover the Jardin du Luxembourg through some key data. **6.2 million visitors in 2022** - This is the attendance record in the history of the Garden. For comparison, the attendance was just over 5 million in 2021. **1<sup>st</sup> in the ranking of the most beautiful garden in Europe** - In 2022, the Jardin du Luxembourg was named the most beautiful garden in Europe by Internet users<sup>1</sup> and is also ranked third in the world. **23 hectares** - It's the size of the Luxembourg Gardens. In detail, there are 21.75 hectares open to the public and 1.18 hectares just for the Luxembourg Palace. The Jardin du Luxembourg is made up of French-style gardens (symmetry and perspective) and English-style gardens (impression of wild nature). **102 statues** - The Jardin du Luxembourg notably houses a unique series of statues of queens of France and illustrious women. It is possible to meet Anne of Brittany, Queen Margot, Saint Geneviève, Marie Stuart, *etc.* There is also the famous Medici fountain, commissioned by Queen Marie de Medici, widow of the King of France Henry IV and a full-length statue of which is also in the Garden” (Jardin du Luxembourg, 2023, <https://jardin.senat.fr/infos-pratiques/le-jardin-en-chiffres.html>). The following section will cover information about a popular destination in Austria in-depth.

#### **5.4 Popular tourist destination in Austria – (Vienna Prater)**

Austria is globally known as a unique international visitor-friendly country with very hospitable people. In general Austria is one of the many countries in the European Union with a powerful nation brand status and a thriving tourism industry. The Austrian economy enjoys a thriving tourism industry which significantly contributes towards the economic growth rate and the international trade of Austria. In general there are many popular tourist destinations or attraction sites in Austria and in this section one of the most popular tourist attraction site that will be discussed is ‘Vienna Prater’. The amazing fun amusement facilities of Vienna Prater will be clearly depicted by Figure 5.4 below.

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<sup>73</sup> Jardin du Luxembourg (2023) *The Garden in figures*. Available from: <https://jardin.senat.fr/infos-pratiques/le-jardin-en-chiffres.html> [Accessed September 23, 2023] © Senate 2023. All rights reserved.

**Figure 5.4** The amazing fun amusement facilities of Vienna Prater



(C) Julius Silver for all the above images

Source: (Prater Wien GmbH, 2023, <https://www.wintermarkt.at/en/photos>).

<sup>74</sup>“**Welcome to the Prater.** Adventure, tradition, and Viennese charm at once - no other place radiates so much energy and joie de vivre as the Vienna Prater. A fascinating world awaits visitors and guarantees entertainment for both young and old. Full of turbulent roller coasters, spooky ghost trains and attractions of all sorts - there is hardly any other place in the world to

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<sup>74</sup> Prater Wien GmbH (2023) *Home*. Available from: <https://www.praterwien.com/en/home> [Accessed December 25, 2023]

challenge your senses in this intoxicating way. Time flies here while spending a few pleasurable hours with your family, enjoying the Prater highlights or just having dinner with friends. Have fun and enjoy – this is the Prater's motto!” (Prater Wien GmbH, 2023, <https://www.praterwien.com/en/home>). The following section will cover information about Norway in-depth.

## 5.5 Popular tourist destination in Norway – (Skistar Trysil)

Norway is a country that is located on the continent of Europe and it is regularly ranked as one of the most peaceful, democratic and economically advanced country in the world with vast natural resources. In general there are many tourist attraction sites in Norway and one of the most popular tourist attraction site in Norway that will be discussed in-depth in this section is called ‘Skistar Trysil’.<sup>75</sup>“**Skistar Trysil**. Norway's largest ski resort with 69 slopes and 31 lifts, well organized for the whole family. In the summer, Trysil is the largest in Norway for organized and trail cycling. Here the whole family can have active and memorable mountain experiences” (Skistar Trysil, 2023, <https://www.trysil.com/en/Actors/Skistar-Trysil/>). The magnificent landscapes, snowing environment and nature of Trysil will be clearly depicted by Figure 5.5 below.

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<sup>75</sup> Skistar Trysil (2023) *Skistart Trysil*. Available from: <https://www.trysil.com/en/Actors/Skistar-Trysil/> [Accessed December 20, 2023]

**Figure 5.5 The magnificent landscapes, snowing environment and nature of Trysil**



Credit: Ola Matsson/SkiStar Trysil



Credit: Olve Norderhaug/Destination Trysil



Credit: Jonas Sjögren/Trysil



Credit: Jonas Sjögren/Trysil

Source: (Skistar Trysil, 2023, [https://press.trysil.com/latest\\_media](https://press.trysil.com/latest_media))

<sup>76</sup>According to Skistar Trysil (2023) **Welcome to Norway's most popular ski center and bike arena**. SkiStar Trysil consists of four connected ski areas. You get a total of 81 kilometers of skiing spread over 69 well-groomed slopes in three directions. Here you get a mixture of long fine slopes in the mountains and in the forest, several children's areas, snow parks for beginners

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<sup>76</sup> Skistar Trysil (2023) *Skistar Trysil*. Available from: <https://www.trysil.com/en/Actors/Skistar-Trysil/> [Accessed December 20, 2023]

and experienced, as well as a rich weekly program with many activities for the children. In the summer, Trysil Bike Arena is the center for many of the activities. Here there are miles of organized cycle paths, from simple green to advanced black. Take your bike up in the chair lift and try the fantastic floating trails back down. In the children's area at the Tourist Centre, we have built an experience arena with a Mountain Coaster, Mountain Tube, Drifting Mini-Carts and fun cycle paths in Valleskogen. Trysil is located in the heart of Scandinavia and is easily accessible by car, bus and plane. Stay well in a hotel, cabin or apartment. All ski and cycling equipment can be rented on site. If you like to go cross-country skiing, there are over 100 km of groomed cross-country trails in and around Trysilfjellet, and a total of over 500 km in the entire municipality (Skistar Trysil, 2023, <https://www.trysil.com/en/Actors/Skistar-Trysil/>). The following section will cover information about popular tourist destinations in Israel.

## **5.6 Popular tourist destination in Israel - ('Yarkon National Park')**

In general Israel is geographically located in the Middle East region with a total population of over 7 million from different ethnic and religious backgrounds such as Jews (*have the largest population*), Muslims, Arabs, Africans, Hindus, Europeans and other backgrounds. Israel is a multi-cultural and economically stable country with modern agriculture education programs, highly advanced technology products, rich culture, environment friendly laws, historical architectural buildings and so on. Many countries around the world located on the continent of Asia, Europe, Latin America and Africa namely: *Republic of South Africa, Kingdom of Saudi Arabia, United States of America (USA), People's Republic of China (PRC), Republic of India, Canada, United Arab Emirates (UAE), Italy, United Kingdom, Peru, Malawi, Zambia, Ecuador, Kenya, Egypt, Rwanda, Ethiopia, Uganda, Senegal, Ivory Coast, EU Member States and many others*) have benefited from either: (1) the modern agriculture and technology knowledge transfer initiatives/partnerships/exports/investments, (2) clean energy initiatives/partnerships, (3) clean water technologies initiatives/partnerships/exports/investments from Israel that are designed to help reduce the negative effects of global warming, promote the use of clean energy, boost clean water supply or global food security (*through Israel's leading agro-technology*) and good climate change policies. <sup>77</sup>“It is also important to emphasize that the ostensible success of

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<sup>77</sup> Professor Alon Tal (2019) *Israeli Agricultural Innovation: Assessing the Potential to Assist Smallholders*, Working Paper part of the Syngenta Foundation's Policy initiative. Available

Israel's agricultural sector is not just a story of technological innovation, but also of policies and institutional frameworks which might be duplicated elsewhere. After describing the context of Israel's agricultural ties with India, China and Africa, the report offers a brief description of Israel's historic agricultural policies, orientation, institutions and programs" (Professor Alon Tal, 2019:4, <https://www.syngentafoundation.org/>). Furthermore, according to Professor Alon Tal (2019) In recent years there has been a rising interest among African countries in identifying new Israeli agricultural technologies and applying them locally. This is manifested in the stream of senior government visits to Jerusalem, innumerable exchange students who arrive for Israeli training programs of different lengths, participation in special workshops and exhibitions and the increasing presence of Israeli firms in Africa (Professor Alon Tal, 2019:7, <https://www.syngentafoundation.org/>). It is important to point-out the fact that Israel is one of the many countries in the Middle East region with a thriving tourism industry that contributes towards the economic growth rate and international trade of Israel. In general there are many popular tourist destinations or attraction sites in Israel. This section will cover information about Yarkon National Park. The natural pristine nature views of the Yarkon National Park will be clearly depicted by Figure 5.6 below.

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from: [https://www.syngentafoundation.org/sites/g/files/kgtny976/files/media/document/2019/11/15/israeli\\_agricultural\\_innovation\\_assessing\\_the\\_potential\\_to\\_assist\\_smallholders.pdf](https://www.syngentafoundation.org/sites/g/files/kgtny976/files/media/document/2019/11/15/israeli_agricultural_innovation_assessing_the_potential_to_assist_smallholders.pdf) [Accessed January 29, 2024] p 1 – 100

**Figure 5.6 The natural pristine nature views of the Yarkon National Park**



Source: (Israel Nature and Parks Authority, 2024, *IMG\_9890*, <https://en.parks.org.il/category/gallery/?tag=Yarkon%20National%20Park&add=1>).

<sup>78</sup> According to the Israel Nature and Parks Authority (2024) **Yarkon National Park**. The Yarkon National Park is divided into two parts: The Yarkon river source springs and Afek. Together they constitute a green lung and an island of tranquility in the middle of the most populated region in Israel (Israel Nature and Parks Authority, 2024, <https://en.parks.org.il/reserve-park/yarkon-national-park/>). The amazing fun adventure views of the Yarkon National Park will be clearly depicted by Figure 5.7 below.

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<sup>78</sup> Israel Nature and Parks Authority (2024) *Yarkon National Park*. Available from: <https://en.parks.org.il/reserve-park/yarkon-national-park/> [Accessed January 07, 2024]All rights reserved: Israel Nature and Parks Authority 2019

**Figure 5.7 The amazing fun adventure views of the Yarkon National Park**



גן לאומי ירקון or Yarkon National Park, מטיילים במבצר אנטיפטריס, *Travelers in the fortress of Antipatris*

Source: (Israel Nature and Parks Authority, 2024, <https://en.parks.org.il/category/gallery/?tag=Yarkon%20National%20Park&add=1>).

<sup>79</sup>According to Israel Nature and Parks Authority (2024) **Major Centers of Interest.**

**Afek area:**

- The squill trail
- Paddling pools
- Antipatris Fort
- The British water pumping station
- The recreation area and amusement facilities
- The winter pool
- The artificial lake
- Walking route from Tel Afek to the Yarkon springs via the water-lily pond

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<sup>79</sup> Israel Nature and Parks Authority (2024) *Yarkon National Park*. Available from: <https://en.parks.org.il/reserve-park/yarkon-national-park/> [Accessed January 07, 2024]All rights reserved: Israel Nature and Parks Authority 2019



### **Yarkon springs area:**

- Walking along the Yarkon river
- The Yarkon bream pool
- The Al-Mir flour mill
- Night camping area
- The Yarkon rapids
- The recreation area and amusement installations (picnics and barbeque area)
- The “romantic” path The concrete house The “Pillbox”<sup>80</sup> (Israel Nature and Parks Authority, 2024, <https://en.parks.org.il/reserve-park/yarkon-national-park/>). The following section will cover information about the conclusion of this chapter in-depth.

## **5.7 Conclusion**

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

## **5.8 Review questions**

- 1) Define the terms ‘branding’ and ‘transfer passengers’?
- 2) List at least one popular tourist attraction site in France?

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<sup>80</sup> Israel Nature and Parks Authority (2024) *Yarkon National Park*. Available from: <https://en.parks.org.il/reserve-park/yarkon-national-park/> [Accessed January 07, 2024]All rights reserved: Israel Nature and Parks Authority 2019

3) Discuss at least one popular tourist attraction site in Austria?

4) Identify at least one popular tourist attraction site in Norway? List at least one popular tourist attraction site in Israel?

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

After reading this chapter you should be able to:

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

### 6.1 Introduction

<sup>81</sup>According to ICAO (2019:6) Aviation is one of the most “global” industries: connecting people, cultures and businesses across continents. Colleagues throughout the sector are committed to raising awareness of the benefits and the role of aviation. **View of the Global Aviation Industry**. Aviation has continued to expand. It has weathered crises and demonstrated long-term resilience, becoming an indispensable means of transport. Historically, air transport has doubled in size every fifteen years and has grown faster than most other industries (ICAO, 2019:6, <https://www.icao.int/>). <sup>82</sup>In general the global airport and aviation industry has significantly transformed many businesses and peoples’ lives for the better. Remarkably over the past number of years the airport and aviation industry has successfully led to massive infrastructure development projects that seem to be in direct alignment with the current ‘global tourism, international trade, aviation, migration & investments’ goals such as environmental

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<sup>81</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

<sup>82</sup> Rudolph Muteswa (2023) *The World’s Amazingly Beautiful & Magnificent Airports, Flight Destinations & Airlines: Travel Guide for Executive Board of Directors, Government Diplomats, Tourists, International Students, Academics, Entrepreneurs & Other Professionals* 1<sup>st</sup> Edition ©2023 ISBN: 978-1-77931-571-7 EAN: 9781779315717 and it is also available on the free online library – <https://rudolphmuteswa.com>

conservation, global tourism marketing, technological innovation, human resources & talent management, nation branding, safety & security, human trafficking prevention, human rights protection, legal migration, increased foreign direct investments (FDI), international economic cooperation and so on.<sup>8384</sup>The airports and aviation industry has significantly strengthened the nation brand values and international trade and cooperation statistics of many nations around the world for example the United States of America, Republic of Cyprus, Belgium, The Netherlands, India, Canada, Mexico, France, Monaco, Israel, South Africa, Kingdom of Saudi Arabia, Argentina, Switzerland, Kenya, Latvia, Australia, Germany, the United Kingdom, Ghana, Austria, Romania, Italy, Chile, Brazil, Ireland, Hashemite Kingdom of Jordan, Sweden, Zambia, State of Qatar, Denmark, Botswana, Thailand, Liechtenstein, The Bahamas, New Zealand, Jamaica, Japan, Tanzania, Finland, Liberia, Luxembourg, The Gambia, Estonia, United Arab Emirates, Spain, Malawi, Costa Rica, Mauritius, Nigeria, Singapore, Namibia, Norway and many others have quickly mastered the highly ‘innovative culture’ strongly associated with the airports and aviation industry in this modern 21<sup>st</sup> century. Indeed it is true that many airports located in Africa, Europe, Asia, North America, the Middle East, South America and Oceania are becoming climate change friendly in order to play a greater role towards conserving the environment. The following section will cover information about the definition of terms in-depth.

## 6.2 Definition of terms

In general there are several definitions of the terms ‘general aviation’ and ‘business aviation’.<sup>8586</sup>“*Business aviation* is the use of any “general aviation” aircraft for a business purpose. The

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<sup>83</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* 1<sup>st</sup> Edition, Educational Ebook, p1- 146, ISBN: 978-1-77924-684-4 and it is also available on the free online library – <https://rudolphmuteswa.com>

<sup>84</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* 1<sup>st</sup> Edition, Self Published Educational Ebook, p1-97 ISBN: 978-1-77927-184-6 EAN: 9781779271846 and it is also available on the free online library – <https://rudolphmuteswa.com>

<sup>85</sup> National Business Aviation Association (2022) *Business Aviation*. Available from: <https://nbaa.org/business-aviation/> [Accessed December 08, 2022] © 2022 National Business Aviation Association

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

### 6.3 What is an ‘airport’

In general there are many definitions of airports. <sup>87</sup>“**airport**, also called **air terminal**, **aerodrome**, or **airfield**, site and installation for the takeoff and landing of **aircraft**. An airport usually has paved runways and maintenance facilities and serves as a **terminal** for passengers and cargo” (Ashford, Norman J.. "airport". *Encyclopedia Britannica*, 18 Jul. 2019, <https://www.britannica.com/technology/airport>. Accessed 9 December 2022). The following section will cover information about typical examples of leading global airports of various countries in-depth.

### 6.4 Examples of leading global airports from Norway, Chile, France, Singapore & Germany

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

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<sup>86</sup> Rudolph Muteswa (2023) *The World’s Amazingly Beautiful & Magnificent Airports, Flight Destinations & Airlines: Travel Guide for Executive Board of Directors, Government Diplomats, Tourists, International Students, Academics, Entrepreneurs & Other Professionals 1<sup>st</sup> Edition* ©2023 ISBN: 978-1-77931-571-7 EAN: 9781779315717 and it is also available on the free online library – <https://rudolphmuteswa.com>

<sup>87</sup> Ashford, Norman J.. "airport". *Encyclopedia Britannica*, 18 Jul. 2019, <https://www.britannica.com/technology/airport>. Accessed 9 December 2022.

### 6.4.1 Norway - (Oslo Airport)

There are many airports in Norway and one of the most popular airport in Norway that will be discussed in this section is called ‘Oslo Airport’. Oslo Airport is globally renowned for its climate friendly operational activities and massive infrastructure developments. The world class architecturally attractive facilities of Oslo Airport will be clearly depicted by Figure 6.1 below.

**Figure 6.1 Oslo Airport architecturally attractive facilities**



Source: (Avinor AS, 2022, <https://avinor.no/en/corporate/airport/oslo/development/>). © Avinor AS

<sup>88</sup>**ABOUT OSLO AIRPORT.** Oslo Airport (OSL) is Norway's main airport and was opened on 8 October 1998. In 2020, Oslo Airport served 9 million travelers. The airport is located in Ullensaker and Nannestad Municipality, approximately 47 km north of Oslo. The airport has a strong environmental profile which includes major focus on public transport to and from the airport. 15,000 people work at Oslo Airport to keep the airport running 24 hours a day. They

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<sup>88</sup> Avinor AS (2022) *About Oslo Airport*. Available from: <https://avinor.no/en/corporate/airport/oslo/about-us/about-oslo-airport/about-oslo-airport> [Accessed December 12, 2022] © Avinor AS

are employed by more than 100 companies working on everything from baggage handling to air navigation” (Avinor AS, 2022, <https://avinor.no/en/corporate/airport/oslo/about-us/about-oslo-airport/about-oslo-airport>).<sup>89</sup>““**BACKGROUND AND FACTS.** The current airport was opened in 1998 and was built to handle 17 million passengers annually. In 2013, nearly 23 million passengers flew to and from the airport. April 27, 2017 was the official opening of the new Oslo Airport, which now can handles 32 million passengers a year. **Brief history.** • Planning of the new major expansion of Oslo Airport started in 2007 in close collaboration with airlines and handling companies. • In March 2008, the board of Avinor chose the design concept and location of the new central building and new pier with aprons. • In January 2009, Oslo Airport signed a contract for the delivery of project and construction management with Advansia. • On 12 February 2009, the board of Avinor chose the project team Team\_T to design the capacity increase at Oslo Airport. The preliminary project was completed on 4 February 2010. It was developed in close cooperation with OSL's project organisation, Advansia's project management and Team\_T. • June 2010 saw the start-up of the first minor construction work and other preparations. • The project was approved by Avinor's board on 19 January 2011. • The main expansion project started in the spring of 2011. The new Oslo Airport is as simple, efficient and architecturally attractive as the original. The expansion represents a further development of Norwegian construction, with extensive use of natural materials and with simple and intricate solutions. The terminal still appears as a building because the new part has become an integral part of the original building and has the same characteristic roof shape and volume. Passengers have received large areas of landfills both before and after security checks. The security check is expanded with 12 new locks and is assembled in one area. Passengers are short walking distance to both domestic and international flights. Emphasis has been placed on good accessibility and universal design. The service offer has been expanded with new serving venues and more and bigger stores. There have also been several new well-placed toilets and changing rooms. Construction commenced in the summer of 2012 and the new Oslo Airport was completed April 27, 2017”<sup>90</sup> (Avinor

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<sup>89</sup> Avinor AS (2017) *The New Oslo Airport 2017*. Available from: <https://avinor.no/en/corporate/airport/oslo/development/this-is-new/this-is-new> [Accessed December 12, 2022] ©Avinor AS

<sup>90</sup> Avinor AS (2017) *The New Oslo Airport 2017*. Available from: <https://avinor.no/en/corporate/airport/oslo/development/this-is-new/this-is-new> [Accessed December 12, 2022] ©Avinor AS

AS, 2017, <https://avinor.no/en/corporate/airport/oslo/development/this-is-new/this-is-new>). The vast landscape and eco-friendly infrastructure of Oslo Airport will be clearly depicted by Figure 6.2 below.

**Figure 6.2 Oslo Airport landscape and eco-friendly infrastructure**



Source: (Avinor AS, 2022, <https://avinor.no/en/corporate/airport/oslo/development/expansion-of-the-non-schengen-travel-area/>).  
© Avinor AS

““**CLIMATE**. As is the case for aircraft, the climate impact of emissions from airport operations is both local and global. **CLIMATE PROGRAM**. Objective: "No fossil greenhouse gas emissions from own controllable activities by 2022" and "Oslo Airport shall have a public transport share of 70% by 2020." In May 2014, Oslo Airport's management decided to set a new and ambitious target for its work on emission-reducing measures, namely that we will not release fossil greenhouse gas emissions from our own activities by 2020. <sup>91</sup>In practice, this means that the main airport shall not release greenhouse gases from its own fleet of vehicles, use of the fire training area, as a result of de-icing or through consumption of thermal energy by 2020. A special climate programme that will work systematically and

<sup>91</sup> Avinor AS (2022) *Climate*. Available from: <https://avinor.no/en/corporate/airport/oslo/community-and-environment/klima/klimaprogram> [Accessed December 12, 2022] © Avinor AS



comprehensively towards this goal has been established at the airport. Our biggest source of greenhouse gas emissions is the LTO cycle, i.e. emissions from aircraft below 3,000 feet that are landing, taxiing and taking off at the airport. These emissions can be significantly reduced if second generation biofuels are phased in. Under commission from Avinor, SAS, Norwegian and the Federation of Norwegian Aviation Industries (NHO luftfart), Rambøll has studied whether it is possible to establish commercially profitable Norwegian production of sustainable biofuels for aviation. The report concludes that synthetic biofuels can be produced in Norway at competitive prices by 2025. **Greenhouse gas inventory.** We have mapped our greenhouse gas emissions annually since 2006 and have presented them in a carbon inventory. The greenhouse gas inventory we prepare is in accordance with the Greenhouse Gas Protocol and ISO 14064. Moreover, Oslo Airport has been an Airport Carbon Accreditation (ACA) airport, the highest level in the scheme, since 2009. Oslo Airport's carbon inventory and ACA application are verified annually by third parties. **Increased public transport share.** Oslo Airport is also working to increase the share of public transport to the airport. Ground transport, i.e. how our passengers get to and from the airport, is actually our second largest source of emissions. The public transport share in 2014 was 68% and it is a goal to see this rate rise to 70% by 2020. The Institute of Transport Economics (TØI) has studied ground transport at Oslo Airport and come up with specific recommendations on what measures should be taken if we are to achieve this goal”””<sup>92</sup> (Avinor AS, 2022, <https://avinor.no/en/corporate/airport/oslo/community-and-environment/klima/klimaprogram>).

The following section will cover information about a popular airport in Chile in-depth.

#### **6.4.2 Chile - (Arturo-Merito Benítez International Airport in Santiago de Chile)**

There are many airports in Chile and one of the most popular airport in Chile that will be discussed in this section is ‘Arturo-Merito Benitez International Airport in Santiago de Chile’. The astounding night view of Arturo-Merito Benítez International Airport buildings will be depicted by Figure 6.3 below in this email.

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<sup>92</sup> Avinor AS (2022) *Climate*. Available from: <https://avinor.no/en/corporate/airport/oslo/community-and-environment/klima/klimaprogram> [Accessed December 12, 2022] © Avinor AS

**Figure 6.3 Arturo-Merito Benítez International Airport astounding night view**



Source: Groupe ADP, 2023, Frontal Terminal Internacional (©Nuevo Pudahuel) <https://presse.groupeadp.fr/>

Arturo-Merito Benítez International Airport is located in Chile in the major capital city of Santiago de Chile. The unique and highly attractive architectural infrastructure facilities at the Arturo-Merito Benítez International Airport in Santiago de Chile will be clearly depicted by Figure 6.4 below.

**Figure 6.4 Arturo-Merito Benítez International Airport modern facilities**



Source: (©Nuevo Pudahuel, 2023, Frontal Terminal Internacional, <https://presse.groupeadp.fr/>).

<sup>93</sup>“**Santiago de Chile airport.** Since October 2015, Groupe ADP and its partners have been operating the concession of Arturo-Merito Benítez International Airport in Santiago de Chile, the 6th largest airport in Latin America. With the inauguration of the new international terminal on 26 February 2022, the airport can handle up to 38 million passengers per year” (Groupe ADP, 2022, <https://www.parisaeroport.fr/en/group/strategy/airport-network/santiago-de-chile>). The highly attractive interior (Espigón D - Sala de embarque) and exterior infrastructure (Bulevar T2 walk-way) at Arturo-Merito Benítez International Airport in Santiago de Chile will be clearly depicted by Figure 6.5 below.

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<sup>93</sup> Groupe ADP (2022) *Santiago de Chile airport*. Available from: <https://www.parisaeroport.fr/en/group/strategy/airport-network/santiago-de-chile> [Accessed December 12, 2022]

**Figure 6.5 Arturo-Merito Benítez International Airport highly attractive interior (Espigón D - Sala de embarque) and exterior infrastructure (Bulevar T2 walk-way)**



Bulevar T2

Espigón D - Sala de embarque.JPG

Source: (©Nuevo Pudahuel, 2023, Bulevar T2 and Espigón D - Sala de embarque).

“Groupe ADP (45% of the capital) and its partners Vinci Airports (40%) and Astaldi Concessioni (15%) are in charge of operating all the infrastructures for the full period of the concession (20 years), within the **Nuevo Pudahuel consortium**. In particular, in less than five years the consortium has built a new 248,400 m<sup>2</sup> international terminal, which will be inaugurated on 26 February 2022. This project began with the first two departure lounges, which were opened in 2018 and 2019. With the extension of the existing terminal, which was reallocated to domestic traffic, the airport's capacity more than doubled from 16 to 38 million passengers per year” (Groupe ADP, 2022, <https://www.parisaeroport.fr/en/group/strategy/airport-network/santiago-de-chile>). The modern technology-oriented ‘passenger hall counters’ facilities of Arturo-Merito Benítez International Airport are clearly depicted by Figure 6.6 below.

**\*Figure 6.6 Arturo-Merito Benítez International Airport modern technology-oriented passenger hall counters facilities**



Source: (©Nuevo Pudahuel, 2023, Hall público counters 3er piso - T2).

“The passenger experience has also been improved. With the new terminal, waiting times are greatly reduced thanks to 96 automatic check-in kiosks, 64 baggage drop-off counters, 40% more border control counters and a new baggage handling system. The terminal also includes new shopping areas, restaurants and services, such as a crèche and a showroom”<sup>94</sup> (Groupe ADP, 2022, <https://www.parisaeroport.fr/en/group/strategy/airport-network/santiago-de-chile>). The world class interior infrastructure facilities of Arturo-Merito Benítez International Airport will be clearly depicted by Figure 6.7 below.

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<sup>94</sup> Groupe ADP (2022) *Santiago de Chile airport*. Available from: <https://www.parisaeroport.fr/en/group/strategy/airport-network/santiago-de-chile> [Accessed December 12, 2022]

**Figure 6.7 Arturo-Merito Benítez International Airport world class interior infrastructure facilities**



Source: Groupe ADP, 2023, Interiors of International terminal of Santiago du Chile (©Nuevo Pudahuel)

<https://presse.groupeadp.fr/wp-content/uploads/2022/02/612486-500x325.jpg>

“Arturo-Merito Benítez Airport, which ranks among the top 10 airports in South America for the quality of passenger services (*Skytrax World Airports Awards 2020*), is becoming an international hub, the most modern in South America. At the same time, the airport is engaged in an active process of environmental transition driven by Groupe ADP's Environment Plan and Vinci Airports' AirPact action plan. These have enabled the airport to be one of the first in South America to achieve level 2 of the ACA (Airport Carbon Accreditation) issued by the ACI (Airports Council International)”<sup>95</sup> (Groupe ADP, 2022, <https://www.parisaeroport.fr/en/group/strategy/airport-network/santiago-de-chile>). The full area view of the modern state-of-the-art infrastructure development of the now open Arturo-Merito Benítez International Airport in Santiago de Chile will be clearly depicted by Figure 6.8 below.

<sup>95</sup> Groupe ADP (2022) *Santiago de Chile airport*. Available from: <https://www.parisaeroport.fr/en/group/strategy/airport-network/santiago-de-chile> [Accessed December 12, 2022]

**Figure 6.8 Arturo-Merito Benítez International Airport infrastructure development**



Source: (©Nuevo Pudahuel, 2023)

<sup>96</sup>“For example, 10,336 LED lights have been installed, reducing energy consumption for lighting by 70%. Ground transportation emissions are also being reduced thanks to six new electric buses that have been in service since July 2021. More than 7 hectares have been reforested on the airport site and over 600 trees have been donated to the municipality of Pudahuel. This dynamic will be further strengthened with the commissioning in 2022 of a photovoltaic plant with a capacity of 826 KW, installed on the roof of the existing terminal. The overall objective is to reduce the airport's carbon footprint by 40% by 2030 and to achieve zero net emissions by 2050. With the Santiago de Chile airport, Groupe ADP expresses all its know-how as a global airport operator and its expertise in design and engineering. **38 million passengers per year expected. 20 new destinations open in 2019. 40% reduction in carbon footprint by 2030**”<sup>97</sup> (Groupe ADP, 2022, <https://www.parisaeroport.fr/en/group/strategy/airport-network/santiago-de-chile>). The following section will cover information about a popular airport in France in-depth.

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<sup>96</sup> Groupe ADP (2022) *Santiago de Chile airport*. Available from: <https://www.parisaeroport.fr/en/group/strategy/airport-network/santiago-de-chile> [Accessed December 12, 2022]

<sup>97</sup> Groupe ADP (2022) *Santiago de Chile airport*. Available from: <https://www.parisaeroport.fr/en/group/strategy/airport-network/santiago-de-chile> [Accessed December 12, 2022]

### 6.4.3 France - (Paris-Charles de Gaulle Airport)

There are many airports in France and one of the most popular airport in France that will be discussed in this section is 'Paris-Charles de Gaulle Airport'. The astounding world class climate friendly infrastructure facilities of Paris-Charles de Gaulle Airport are clearly highlighted in Figure 6.9 below.

**Figure 6.9 Paris-Charles de Gaulle Airport astounding world class climate friendly infrastructure facilities**



Source: (Groupe ADP, 2023).

<sup>9899100</sup> According to the Groupe ADP (2022) [Paris-Charles de Gaulle Airport](#). Paris-Charles de Gaulle airport, largest hub in Europe. Paris-Charles de Gaulle, located 25 kilometres north of

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<sup>98</sup> Groupe ADP (2022) *Paris-Charles de Gaulle Airport*. Available from: <https://www.parisaeroport.fr/en/group/strategy/airport-network/paris-charles-de-gaulle-airport> [Accessed December 12, 2022]

<sup>99</sup> ACI Europe (2022) *Connectivity report*. Available from: <https://www.aci-europe.org/downloads/resources/CONNECTIVITY%20REPORT%202022.pdf> [Accessed December 12, 2022]



Paris, welcomed 76.2 million passengers in 2019, making it the leading airport in France and the 2nd largest in Europe. Paris-Charles de Gaulle serves 328 destinations in 119 countries. • 76,2million passengers • 328destinations covered in 119 countries • 4runways • 298aircrafts parking stands including 131 in contact with the terminals • 90 190direct jobs. As the hub of the national airline Air France and the main European hub of the Sky Team alliance, the airport handles the largest share of long-haul flights from Paris. Its connecting platform makes it the 3rd European hub for global connectivity (source: Hub Connectivity report), but the 1st for intercontinental traffic. The airport has nine passenger terminals spread over three large terminals and two independent runway doubles adapted to very large aircraft, which allow a maximum scheduling capacity of 120 movements per hour. The airport has 298 aircraft parking positions, 131 of which are in contact with the terminals. Finally, Paris-Charles de Gaulle is also home to the European hub of the express carrier FedEx and the largest cargo area in Europe. More than 700 companies are present at the Paris-Charles de Gaulle hub, which provides 90,190 direct jobs in all sectors of activity. A privileged location for the traffic. Point-to-point traffic accounts for over two-thirds of passenger traffic at Paris-Charles de Gaulle airport. The airport is also ideally located. The airport is also ideally located to attract connecting traffic, thus boosting long-haul traffic since Paris is less than two hours by air from all major Western European cities. In 2017, connecting traffic accounted for 30.6% of traffic. A powerful hub. Paris-Charles de Gaulle airport is the global hub of the airline Air France-KLM and the main European hub of the SkyTeam alliance. 3rd European hub for global connectivity (number of cities covered), behind Frankfurt and Amsterdam According to the ACI Europe “Airport Industry Connectivity 2017” report which assesses the network of connections offered at airports. It is the European hub of La Poste and FedEx, the extension underway will enable an approximate 50% increase in sorting and parcel processing capacity and will be operational in 2019. It is also home to all of the main international freight companies. Its processing capacity of around 3.6 million tonnes of cargo per year provides expansion opportunities for cargo companies (ACI Europe “Airport Industry Connectivity 2017” & ACI Europe Hub Connectivity report, 2022 cited in Groupe ADP, 2022, <https://www.parisaeroport.fr/en/group/strategy/airport-network/paris-charles-de-gaulle-airport>).

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<sup>100</sup> ACI Europe “Airport Industry Connectivity 2017”, <https://www.aci-europe.org/>

The highly attractive Terminal 1 Boarding Hall infrastructure building of Paris-Charles de Gaulle Airport will be clearly depicted by Figure 6.10 below.

**Figure 6.10 Paris-Charles de Gaulle Airport highly attractive infrastructure building**



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

Furthermore, according to Groupe ADP (2022) *Airlines and cities served*. The main airlines operating from Paris-Charles de Gaulle airport serve 325 cities. *Easy access to the airport*. The airport is served by a road and railway network that provides easy access for passengers, cargo transporters and airport personnel. This places it at the cutting edge for intermodality compared with other airports. The airport is accessible thanks to the proximity of motorways, a TGV high-speed train station at the heart of terminal CDG2, two RER commuter stations and a coach station at terminal 1. <sup>101</sup>Lastly, the automatic shuttle rail service CDGVa1, connects the three airport terminals, the RER-TGV stations and the long-stay car parks. As part of the “New Grand Paris” project, the Prime Minister indicated that the government would like line 17 between Saint Denis Pleyel and the Paris-Le Bourget airport, to be in service by 2024 and with an

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<sup>101</sup> Groupe ADP (2022) *Paris-Charles de Gaulle Airport*. Available from: <https://www.parisaeroport.fr/en/group/strategy/airport-network/paris-charles-de-gaulle-airport> [Accessed December 12, 2022]

extension as far as the Paris- Charles de Gaulle airport by 2030. The airport will then be located 35 minutes from La Défense and 32 minutes from the Saint Lazare train station with a connection at Saint Denis Pleyel. Line 17 was declared of public utility by Decree on 14 February 2017. The CDG Express project, which will link the airport to the Gare de l’Est in 20 minutes. The link is expected to be commissioned by 2024. There are around 28,600 parking spaces at Paris-Charles de Gaulle airport, 18,000 of which are in adjacent car parks (in direct contact with the terminals)<sup>102</sup> (ACI Europe “Airport Industry Connectivity 2017” & ACI Europe Hub Connectivity report, 2022 cited in Groupe ADP, 2022, <https://www.parisaeroport.fr/en/group/strategy/airport-network/paris-charles-de-gaulle-airport>). The highly attractive interior facilities of Paris-Charles de Gaulle Airport are clearly depicted by Figure 6.11 below.

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<sup>102</sup> Groupe ADP (2022) *Paris-Charles de Gaulle Airport*. Available from: <https://www.parisaeroport.fr/en/group/strategy/airport-network/paris-charles-de-gaulle-airport> [Accessed December 12, 2022]









airports in Singapore and one of the most popular airport in Singapore that will be discussed in this section is '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 6.15 below.



**Figure 6.15 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

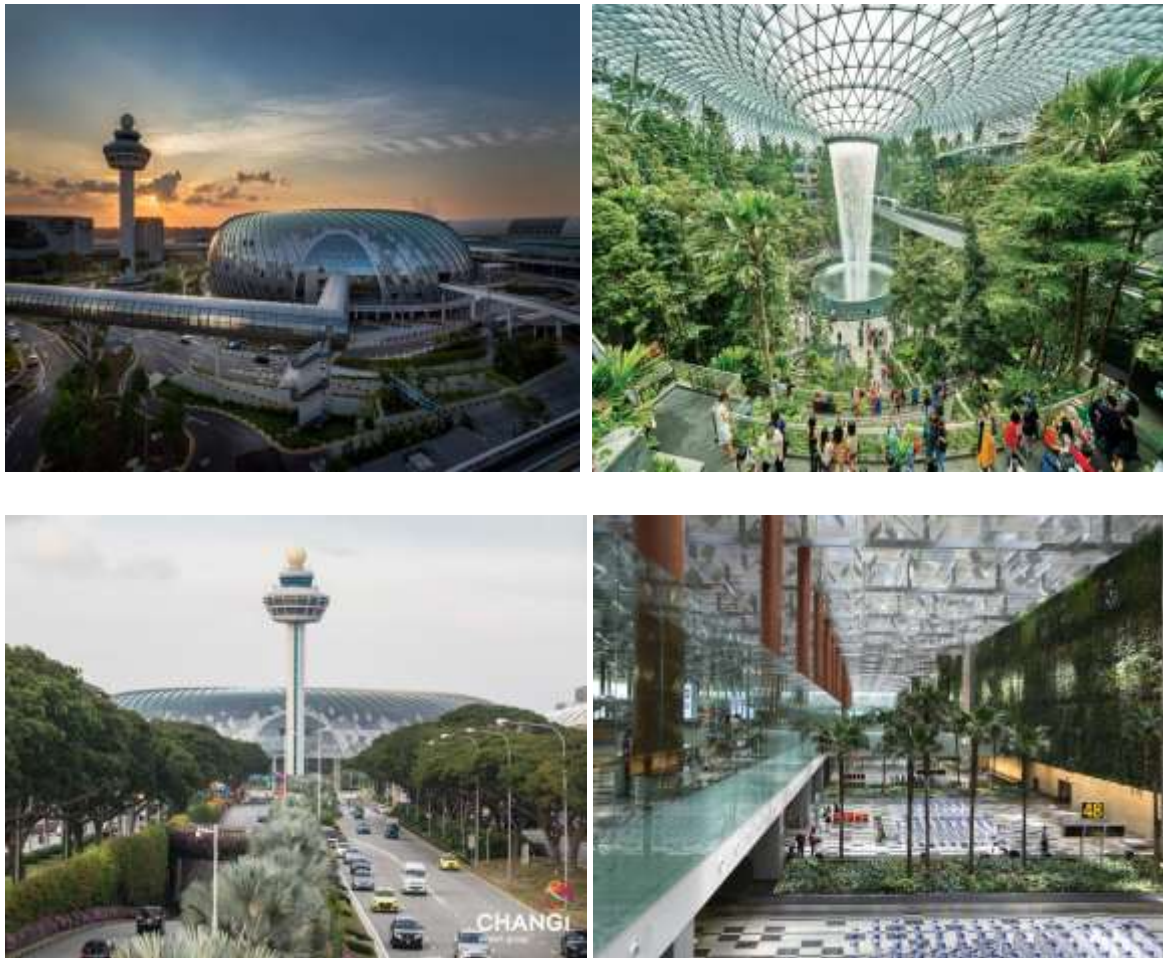


Cloud9 Piazza

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 6.16 below.

**Figure 6.16 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>106</sup>“**A HISTORY OF FIRSTS.**

• **A BRIGHT FUTURE**

**Future of Changi**

<sup>106</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 airport in Germany in-depth.

### **6.4.5 Germany - (Munich Airport)**

In general there are many airports located in Germany and one of the most popular airport in Germany that will be discussed in this section is called 'Munich Airport'. Munich Airport is one of the most sustainable airports in the world and it handles many popular destinations and airlines across the world. The amazingly beautiful architecturally attractive infrastructure at Munich Airport will be clearly depicted by Figure 6.17 below.

**Figure 6.17 Munich Airport modern architectural infrastructure**



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

<sup>107</sup>“**History of Munich Airport.** Then and now: Passenger numbers

• Since the airport opened in 1992, the number of passengers in Munich has more than tripled. The new Munich Airport opened in 1992 with 12 million passengers. The terminal reached its capacity limit within a few years. With the opening of Terminal 2 in 2003 and its expansion to include the satellite, the number of passengers also increased significantly: In 2016, 42.3 million passengers used Munich Airport.” (Flughafen München GmbH, 2022, <https://www.munich-airport.com/history-of-munich-airport-453566>). The state-of-the-art aircraft arrival terminals infrastructure of Munich Airport will be clearly depicted by Figure 6.18.

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<sup>107</sup> Flughafen München GmbH (FMG) (2022) *History of Munich Airport*. Available from: <https://www.munich-airport.com/history-of-munich-airport-453566> [Accessed December 12, 2022] ©2022, Munich Airport International

**Figure 6.18 Munich Airport’s state-of-the-art aircraft arrival terminals infrastructure**



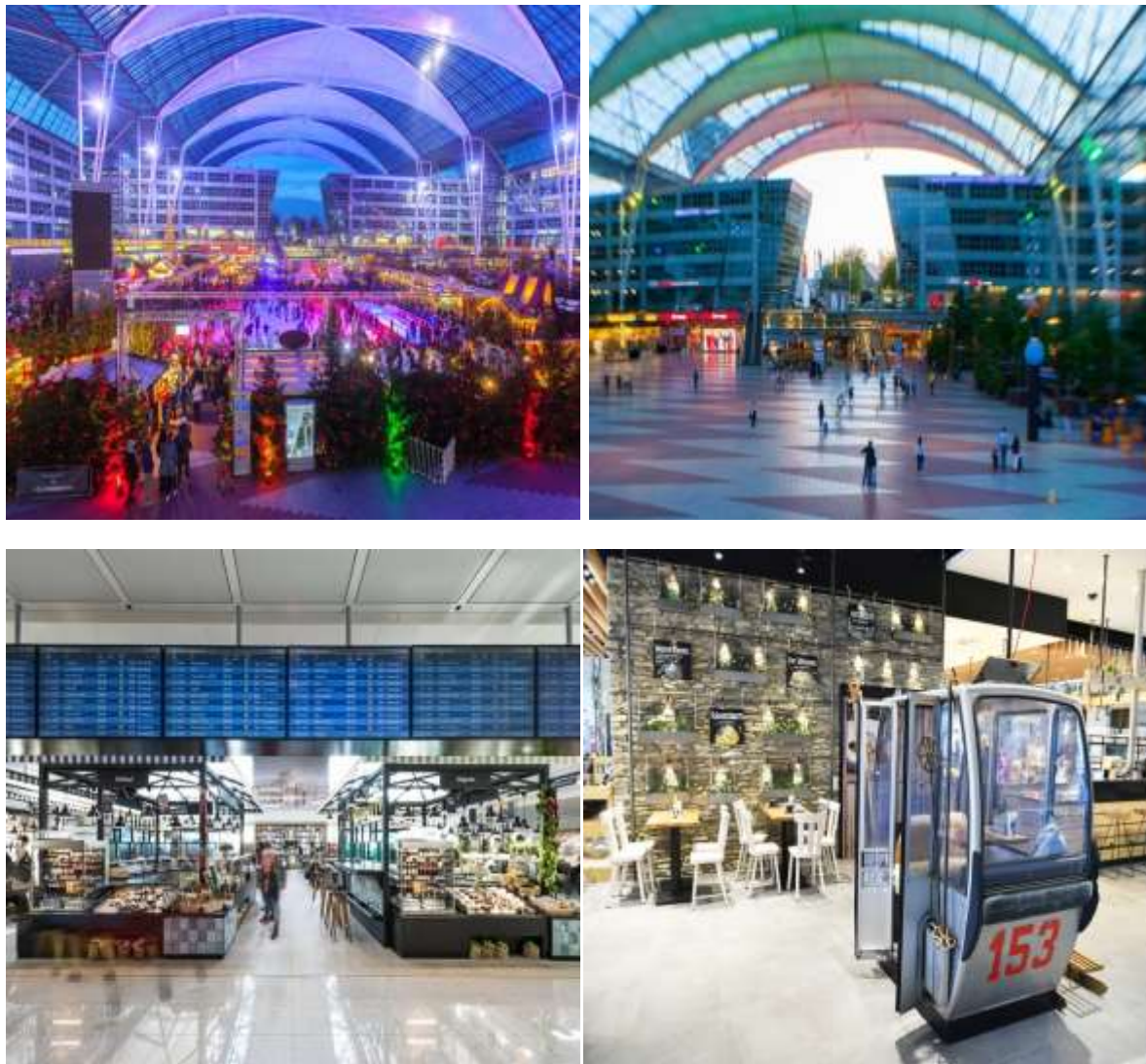
Source: ("Flughafen München GmbH", 2023, <https://celum.munich-airport.de/pinaccess/pinaccess.do?pinCode=iy5XENGagusB> and <https://celum.munich-airport.de/pinaccess/pinaccess.do?pinCode=umZUVoXRXan0>). ©2023, Munich Airport International

**“Aircraft movements.** Munich Airport recorded 192,000 take-offs and landings in its early years. In 2016, the total was 394,000. Meanwhile, the capacity bottlenecks in the runway system are becoming increasingly evident. During peak traffic hours, there are no longer any free slots for takeoffs and landings, which means that many of the connections in demand cannot be realized”<sup>108</sup> (Flughafen München GmbH, 2022, <https://www.munich-airport.com/history-of-munich-airport-453566>). The world class highly attractive and fun interior infrastructure facilities of Munich Airport are clearly depicted by Figure 6.19 below.

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<sup>108</sup> Flughafen München GmbH (FMG) (2022) *History of Munich Airport*. Available from: <https://www.munich-airport.com/history-of-munich-airport-453566> [Accessed December 12, 2022] ©2022, Munich Airport International

**Figure 6.19 Munich Airport highly attractive and fun interior infrastructure facilities**



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

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

Airport”<sup>109</sup> (Flughafen München GmbH, 2022, <https://www.munich-airport.com/history-of-munich-airport-453566>). The overall traffic figures of Munich Airport for the year 2021 are clearly depicted by Figure 6.20 below.

**Figure 6.20 Munich Airport traffic figures**



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

<sup>110</sup>“**Profile.** • Flughafen München GmbH (FMG), founded in 1949, operates Munich Airport along with its subsidiaries. • The Bavarian air traffic hub is Germany's second biggest airport and the first five-star airport in Europe. As a "full-service operator" it provides services in every area of airport management. • Since its opening in 1992, Munich Airport has been one of the most important passenger terminals in Europe, number 2 in Germany and an important international air traffic hub”” (Flughafen München GmbH, 2022, <https://www.munich-airport.com/company-profile-263193>)

<sup>109</sup> Flughafen München GmbH (FMG) (2022) *History of Munich Airport*. Available from: <https://www.munich-airport.com/history-of-munich-airport-453566> [Accessed December 12, 2022] ©2022, Munich Airport International

<sup>110</sup> Flughafen München GmbH (FMG) (2022) *Profile*. Available from: <https://www.munich-airport.com/company-profile-263193> [Accessed December 12, 2022] ©2022, Munich Airport International

[airport.com/company-profile-263193](https://www.munich-airport.com/company-profile-263193)). The world class runways infrastructure of Munich Airport will be clearly depicted by Figure 6.21 below.

**Figure 6.21 Munich Airport runways infrastructure**



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



<sup>111</sup>“**Press: Munich Airport celebrates milestone birthday.** Becoming a major hub airport in three decades. Exactly 30 years ago, on the night of May 17, 1992, Munich Airport moved to its current location about 30 kilometers northeast of Munich. Since then, Munich Airport has handled around 850 million passengers and almost six million tons of air freight on a total of nearly ten million flights to and from Munich. In the record year of 2019, Munich Airport recorded a total of nearly 48 million passengers and approximately 417,000 takeoffs and landings. The number of aircraft movements has thus more than doubled since the airport opened in 1992, while passenger numbers have nearly quadrupled over the same period. And in fact, the volume of air freight has increased six-fold. This above-average growth was mainly driven by the further development of the new airport into a major European hub airport. Munich Airport's success story was interrupted in March 2020 by the Corona pandemic, which had a massive impact on air traffic worldwide. In the meantime, a significant recovery followed the lifting of many travel restrictions. During this year's Easter vacations, traffic in Munich reached more than 70 percent of pre-crisis levels for the first time again. The airport's relocation from Munich's suburb of Riem to the northeast between the cities of Freising and Erding received worldwide attention. In just one night, around 5,000 people with almost 700 trucks managed this mega move and the punctual start of operations on the following morning. Thanks to the expertise and reputation gained in this way, Munich Airport has since been operating successfully as a consultant for airport relocations and airport openings worldwide. As strategic partners, Munich Airport and Lufthansa joined forces when they reached an agreement in 1998 to jointly build, finance and operate Munich Airport's Terminal 2. To date, this cooperation between the airport and the airline is unique within the international aviation industry.” (Flughafen München GmbH, 2022, <https://www.munich-airport.com/press-munich-airport-celebrates-milestone-birthday-13546272>). The modern technology (deicing of snow/ice) equipment and infrastructure tarmac facilities at Munich Airport are clearly depicted by Figure 6.22 below.

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<sup>111</sup> Flughafen München GmbH (FMG) (2022) *Press: Munich Airport celebrates milestone birthday*. Available from: <https://www.munich-airport.com/press-munich-airport-celebrates-milestone-birthday-13546272> [Accessed December 12, 2022]

**Figure 6.22 Munich Airport modern technology (deicing of snow/ice) equipment and facilities**



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

<sup>112</sup>“With the Munich Airport Center (MAC), which opened in September 1999, the airport gained a state-of-the-art multifunctional service center. Today, the MAC with its spectacular glass membrane roof and the large forum area below is not only an architectural highlight, but also the airport's commercial center and marketplace. The opening of Terminal 2 in June 2003 provided the necessary capacity expansion. Lufthansa and its partners have exclusive use of the

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<sup>112</sup> Flughafen München GmbH (FMG) (2022) *Press: Munich Airport celebrates milestone birthday*. Available from: <https://www.munich-airport.com/press-munich-airport-celebrates-milestone-birthday-13546272> [Accessed December 12, 2022]

©2022, Munich Airport International

terminal, which is designed to meet the specific requirements of transfer traffic. It quickly scored points with its users thanks to its multi-faceted retail and gastronomy offers, attractive rest areas and workplaces, as well as a wide range of service facilities<sup>113</sup> (Flughafen München GmbH, 2022, <https://www.munich-airport.com/press-munich-airport-celebrates-milestone-birthday-13546272>). The world class environmentally friendly infrastructure facilities of Munich Airport are clearly depicted by Figure 6.23.

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<sup>113</sup> Flughafen München GmbH (FMG) (2022) *Press: Munich Airport celebrates milestone birthday*. Available from: <https://www.munich-airport.com/press-munich-airport-celebrates-milestone-birthday-13546272> [Accessed December 12, 2022]

**Figure 6.23 Munich Airport's world class environmentally friendly infrastructure facilities**



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

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

place in the northwest of the airport: a cross-industry innovation and collaboration center on the airport site. LAB 48, the first building on the LabCampus, will be completed soon. **Jost Lammers, CEO of Munich Airport**, takes the airport's birthday as an opportunity to look to the future with confidence: "Even though its impressive success story was interrupted by the massive impact of the Covid 19 pandemic, Munich remains a main player in the Champions League of European airports. In these weeks, we are seeing the enormous momentum with which air traffic is currently picking up again after two years of crisis. I am therefore confident that we will soon reach pre-crisis levels again and subsequently grow beyond them."<sup>114</sup> (Flughafen München GmbH, 2022, <https://www.munich-airport.com/press-munich-airport-celebrates-milestone-birthday-13546272>). The following section will cover information about the conclusion of this chapter in-depth.

## 6.5 Conclusion

The airport and aviation industry is growing on a yearly basis due to the creation of new tourist destinations by various countries around the world that are aiming to boost their international tourist arrival rates. Travel destinations such as the United States of America, Belgium, The Netherlands, Republic of Cyprus, India, Canada, Mexico, France, Monaco, Israel, South Africa, Kingdom of Saudi Arabia, Argentina, Switzerland, Kenya, Latvia, Australia, Germany, the United Kingdom, Ghana, Austria, Romania, Italy, Chile, Brazil, Ireland, Hashemite Kingdom of Jordan, Sweden, Zambia, State of Qatar, Denmark, Botswana, Thailand, Liechtenstein, The Bahamas, New Zealand, Jamaica, Japan, Tanzania, Finland, Liberia, Luxembourg, The Gambia, Estonia, United Arab Emirates, Spain, Malawi, Costa Rica, Mauritius, Nigeria, Singapore, Namibia, Norway and many others have become popular tourist routes. Thus this has led to various airports management companies taking action to invest more of their scarce financial resources towards the reconstruction of their airport facilities. While on the other hand various airlines are now using more large aircrafts to carry more passengers in these popular tourist routes. Many airports and airlines tend to receive significant numbers of domestic/global

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<sup>114</sup> Flughafen München GmbH (FMG) (2022) *Press: Munich Airport celebrates milestone birthday*. Available from: <https://www.munich-airport.com/press-munich-airport-celebrates-milestone-birthday-13546272> [Accessed December 12, 2022]

travelers during holiday time periods therefore ‘continuous innovation’ and ‘good operations management’ have become critical in order to be able to offer travelers memorable customer experiences whilst maximizing profits and loyalty.

## **6.6 Review questions**

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

## **Chapter 7: What is a cruise ship & the various examples of popular cruise ships in Canada & the Republic of India**

After reading this chapter you should be able to:

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

### **7.1 Introduction**

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

## 7.2 Definition of terms

<sup>115</sup>“**Yacht**, a sail- or power-driven [vessel](#), usually light and comparatively small, used for racing or for recreation” (Britannica, The Editors of Encyclopaedia. "yacht". Encyclopedia Britannica, 9 Nov. 2023, <https://www.britannica.com/technology/yacht>. Accessed 30 December 2023).

<sup>116</sup>**Boat**, generic term for small watercraft [propelled](#) by paddles, oars, [sail](#), or motor, open or partially decked, and usually less than 45 feet (roughly 14 metres) in length (Britannica, The Editors of Encyclopaedia. "boat". Encyclopedia Britannica, 28 Dec. 2023, <https://www.britannica.com/technology/boat>. Accessed 30 December 2023). The following section will cover information about the meaning of the term ‘cruise ship’ in-depth.

## 7.3 What is a ‘cruise’

<sup>117</sup> According to Stainton (2023) A *cruise* is a holiday where you travel by, and stay on, a ship or boat - usually a ship (Stainton, 2023, <https://tourismteacher.com/types-of-cruise/>). When a cruise ship is sailing with its passengers it aims to provide its passengers a memorable, comfortable, high quality and adventure-inspired voyage journey. Cruise holiday trips enable travelers to visit different tourist attraction sites in cities or countries whilst simultaneously allowing them to enjoy sailing in the sea/river in a luxurious relaxing fun environment. The following section will cover the some of the different types of cruises offered around the world in the cruise tourism industry.

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<sup>115</sup> Britannica, The Editors of Encyclopaedia. "yacht". Encyclopedia Britannica, 9 Nov. 2023, <https://www.britannica.com/technology/yacht>. Accessed 30 December 2023

<sup>116</sup> Britannica, The Editors of Encyclopaedia. "boat". Encyclopedia Britannica, 28 Dec. 2023, <https://www.britannica.com/technology/boat>. Accessed 30 December 2023.

<sup>117</sup> Stainton, H. (2023) *Types of Cruises*. Available from: <https://tourismteacher.com/types-of-cruise/> [Accessed January 26, 2024] ©2023 Dr Hayley Stainton, all rights reserved.



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

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

**7.4.1** <sup>118</sup>“**River cruises.** A river cruise is, as the name suggests, a cruise taken down a particular river. Due to the fact that rivers are much smaller than seas and oceans, so too are river cruise ships. You travel along inland waterways, and there will be the chance to stop off at various city ports – you are also able to see a lot of scenery on river cruises as you will generally always have land directly to each side of you. This is very different to ocean cruises, where all you can see on ‘days at sea’ is an expanse of sparkling blue [water](#). A river cruise is favoured by those looking for a relaxing and slower-paced trip. These types of cruise are a huge part of the travel and tourism industry, with trips on the following rivers being particularly common:

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

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

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<sup>118</sup> Stainton, H. (2023) *Types of Cruises*. Available from: <https://tourismteacher.com/types-of-cruise/> [Accessed January 26, 2024] ©2023 Dr Hayley Stainton, all rights reserved

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

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

**7.4.4 <sup>119</sup>Luxury cruise.** This type of cruise is a subtype of other cruises – you can have luxury ocean cruises and luxury river cruises, as well as luxury yacht trips of course. But what makes a cruise *luxury*? They tend to offer a much higher quality of service: private dining rooms, butlers, gourmet restaurants with world-class chefs, opulent decor, strict dress codes and more. As you'd imagine, they are a lot more expensive than other cruises!"(Stainton, 2023, <https://tourismteacher.com/types-of-cruise/>). The following section will cover information about typical examples of leading cruise ships of various countries in-depth.

## **7.5 Examples of leading cruise ships from Canada and the Republic of India**

Innovation, quality management, effective marketing strategies, employer branding and climate friendly sustainability have become the pillar behind the success of the modern day cruise ship and yacht industry. Today there are many organizations located in various parts of the world that

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<sup>119</sup> Stainton, H. (2023) *Types of Cruises*. Available from: <https://tourismteacher.com/types-of-cruise/> [Accessed January 26, 2024] ©2023 Dr Hayley Stainton, all rights reserved

are associated with the transport and tourism/hospitality industries that are now investing their scarce financial resources in the growing global cruise ship and yacht industry. The various typical examples of the leading world class cruise ships organizations include the following:

### **7.5.1 Canada – (St Lawrence Cruise Lines)**

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

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



**Hero 1**



**Hero 3**



**Hero 9**



**Ottawa**

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

<sup>120</sup>According to St Lawrence Cruise Lines (2023) **About Us**. St. Lawrence Cruise Lines is a family built and operated Canadian business with 40 years of experience in the cruise industry. This helps us to provide the best possible river cruising experience for our guests. So join us to

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<sup>120</sup> St Lawrence Cruise Lines (2023) *About Us*. Available from: <https://www.stlawrencecruiselines.com/about-us/> [Accessed December 30, 2023]

explore the most scenic, calm water rivers in this part of the world. Our professional, highly trained all-Canadian crew will spoil you with exceptional cuisine and genuine Canadian hospitality. More importantly, you will experience first-hand the tremendous beauty and rich history of the St. Lawrence and Ottawa Rivers. We look forward to welcoming you aboard!

*Jason Clark, President. How it all began...* The M/V Canadian Empress was the result of some fanciful thinking on the part of Bob Clark in 1979. Bob lived on the St. Lawrence River for a number of years. He recognized its many attractions and scenic beauty and couldn't understand why there wasn't an overnight cruise ship allowing visitors to experience this very special part of the world. Bob's entrepreneurial spirit took hold of the idea and wouldn't allow him to let go. So, he utilized his background in architecture, real estate and engineering, and within a short period of time the keel of the ship was being laid. The M/V Canadian Empress was launched on September 6th, 1981. The year 1908 was chosen as the design theme, because Bob wanted a vessel that would integrate well with the history of the St. Lawrence River. The original decor was also highlighted by Victorian accents, such as brass railings and tin ceilings. Bob was a firm believer in a "hands-on" management style and it was not uncommon to find Bob and his wife Myrna cruising on board with passengers. The M/V Canadian Empress is not a replica of any specific vessel. It is a composite replica of many vessels that were common in the St. Lawrence region during the last century. In its 40 year history, the Canadian Empress has hosted guests from virtually every province of Canada, every state in the United States and numerous countries throughout the world (St Lawrence Cruise Lines, 2023, <https://www.stlawrencecruiselines.com/about-us/>).<sup>121</sup>“**Cruise Choices. Celebration of Spring. SIGNATURE CRUISE.** Join us as we kick off the 2024 cruise season with 7 nights and 8 days of fresh spring air on the St. Lawrence River and watch the flora and fauna of the river spring to life. This cruise features a unique itinerary and travels from Kingston to Montreal and Return for 7 nights at a special 6 night rate. **Seaway Discovery Cruise. SIGNATURE CRUISE.** Cruise with us in the heart of the summer for 7 nights and 8 days of relaxation on the St. Lawrence River. This cruise travels from Kingston to Montreal and Return, and features a unique itinerary that highlights the history of the International Seaway. During this time of year the river bustles

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<sup>121</sup> St Lawrence Cruise Lines (2023) *About Us*. Available from: <https://www.stlawrencecruiselines.com/about-us/> [Accessed December 30, 2023]

with lake freighters and pleasure boats. **Discovery Cruise Series.** These 4 night, 5 day cruises were created for those that want to deepen their knowledge of the history, geography, and culture of the 1000 Islands and St. Lawrence River. Discovery Cruise itineraries are enhanced with unique attractions, step-on speakers, and an educational focus. **EXPLORE CRUISE. Canada's Capital Cruise.** Start or end your cruise vacation in Canada's capital of Ottawa. The historic significance of the lower Ottawa River coupled with the amazing 1000 Islands and St. Lawrence Seaway makes this 5 night, 6 day cruise an unforgettable voyage”” (St Lawrence Cruise Lines, 2023, <https://www.stlawrencecruiselines.com/about-us/>). The astounding and fun facilities of the St Lawrence Cruise Ship will be clearly depicted by Figure 7.2 below.

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



**Ship Stateroom Sterling**



**Ship Dining Room 2**



**Ship After Deck**



**Deck 1**

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

All riverboat staterooms are outboard, completely above the water line, and have modern conveniences Friendly, helpful, and hard-working crew. Daily housekeeping service Evening entertainment and lounge service in our Grand Saloon Complimentary domestic beer or ship's private reserve wine with meals Family and reunion groups accommodated Committed to international standards of health and safety”” (St Lawrence Cruise Lines, 2023, <https://www.stlawrencecruiselines.com/the-experience/>).<sup>122</sup>According to St Lawrence Cruise Lines (2023) *Our Waterways. St. Lawrence River*. The St. Lawrence River in its most limited bounds, begins at the foot of Lake Ontario, opposite the city of Kingston and flows generally in a north-easterly direction about 775 miles, when its flood mingles with that of the gulf by the same name. Beyond the Gulf of St. Lawrence lies the vast Atlantic Ocean. The St. Lawrence River has its source in the largest body of fresh water on the globe, and among all of the big rivers of the world, it is the only one whose volume is not greatly affected by the elements. This river, which Sir J.M. LeMoine called "The noblest, the purest, most enchanting river on all God's beautiful earth," for miles upon miles acts as a natural boundary between the good friends of the United States and Canada. *The 1000 Islands*. With each nautical mile, nature's northern masterpiece unfolds. Within one 50-mile stretch on one of the world's largest rivers you will find no less than 1,870 islands. In these "1000 Islands", birthplace of the famous 1000 Islands Dressing, you will explore intricate river channels, sumptuous greenery, mysterious coves, nooks and crannies veiled in folklore. Here you will find opulent summer residences including famous mansions and castles. *The St. Lawrence Seaway*. The St. Lawrence Seaway is one of the most ambitious engineering feats of the last century. The objectives: increase the size of the St. Lawrence River shipping channel and generate hydro-electric power for Ontario, Quebec and New York State. Entire villages were relocated to higher ground, utilizing the largest moving and construction equipment in the world. As the temporary "coffer dams" were blown on July 1st, 1958, people watched with mixed emotions. Slowly rising water covered familiar land forever. It was sad for some to know they could never go home again. Others were excited to think of the new conveniences and services, modern schools and new friends. A major highlight is the opportunity to pass through the locks between Kingston and Montreal, experiencing an overall change in

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<sup>122</sup> St Lawrence Cruise Lines (2023) *The Experience*. Available from: <https://www.stlawrencecruiselines.com/the-experience/>  
[Accessed December 30, 2023] ©2022 - 2023 St. Lawrence Cruise Lines



water level of 246 feet. **The Ottawa River.** First explored by Samuel de Champlain in 1613, the Ottawa River is the largest tributary of the St. Lawrence River. The total length of the Ottawa River is approximately 790 statute miles with a total drop in level of no less than 1,100 feet. It drains an area of 57,000 square miles and has an average flow of about 70,000 cubic feet of water per second. <sup>123</sup>This is said to be greater than that of all the rivers of England and Wales put together. This is significant, particularly when one considers that it is only a tributary of the mighty St. Lawrence (St. Lawrence Cruise Lines, 2023, <https://www.stlawrencecruiselines.com/the-experience/>). The following section will cover information about a popular cruise ship based in the Republic of India in-depth.

### **7.5.2 Republic of India – (Antara River Cruises which owns the popular cruise ship MV Ganga Vilas)**

River cruising in India is a recent phenomenon. The credit for bringing the Indian river cruise industry to the world stage belongs to Antara River Cruises, a rapidly growing boutique cruise brand of Heritage River Journeys which is introducing travellers to the majestic waterways of India and Bangladesh and having them sail on indigenously designed world-class ships in sustainable luxury while finding adventure and pleasure. In January 2023, the company launched the world's longest river cruise on MV **Ganga Vilas**. The newest member of the fleet of Antara River Cruises is an 18-suite ship that offers the most picturesque river cruise covering 51 days across 2 countries, 5 states and 27 river systems. Antara Ganga Vilas sails from Varanasi to Dibrugarh via Dhaka (Antara River Cruises, 2024, <https://www.antaracruises.com/river-cruise/ganga-vilas/>). The stunning interior décor and facilities of the Antara Ganga Vilas will be clearly depicted by Figure 7.3 below.

Pioneered by Mr. Raj Singh, Antara River Cruises built for the first time in India, a fleet of luxurious sustainable river ships that offer plush accommodations while also bringing regenerative experiences to both travelers and local communities. Operating successfully since 2009, the Antara Fleet has sailed the Indo-Bangladesh protocol route, touched the ghats of holy

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<sup>123</sup> St Lawrence Cruise Lines (2023) *The Experience*. Available from: <https://www.stlawrencecruiselines.com/the-experience/>  
[Accessed December 30, 2023] ©2022 - 2023 St. Lawrence Cruise Lines

Varanasi, meandered through the sleepy towns of Bengal and explored the gorgeous Sunderbans among its many destinations.

Other itineraries offered by Antara River Cruises include an 11-day special vegan cruise from Kolkata offering insights into princely Murshidabad and the secrets of Sundarbans, as well as bespoke shorter 7 night/8 day round trip cruises that focus on the artisans of Bengal, textiles etc., for special interest groups on the Ganges Voyager I and II – both 28 suite ships.

In January 2024, Antara River Cruises is set to introduce Catamaran cruises in Odisha, a state in eastern India. These two-suite catamarans will take you to the heart of Bhitarkanika – popularly called the “mini-Amazon” and tour the estuarine region of the Brahmani – Baitarani River systems and their tributaries.

Nauka Vilas, a single suite boat, will be launched in 2024 as well as the upgraded Ganga Bengal with 20 suites.

**Figure 7.3** The stunning interior décor and facilities of the Antara Ganga Vilas



Source: (Antara Luxury River Cruises, 2024, <https://digitallibrary.exoticheritagegroup.com/photo>).

<sup>124</sup>“**Overview.** Antara Ganga Vilas is a celebration of India’s post-independence design and a tribute to its innovations. Each room is inspired by Josef Albers’ paintings which are experiments in the perception of color as well as tantra and its quest to perceive the many parts of the universe in its wholeness. Ganga Vilas, resplendent in its design, sails the ancient river, glowing through day and night. As the ship sails, guests watch people on the banks as the people gaze back at the slow movement of its crisp and radiant colours. The changing light reflects on

<sup>124</sup> Antara Luxury River Cruises (2024) *Ganga Vilas*. Available from: <https://www.antaracruises.com/river-cruise/ganga-vilas/> [Accessed January 01, 2024]

the water and plays into the suites. The jewel tones of Varanasi's Himalayan Buddhist Gyasar textiles, the soft curves of mid-century Indian teak furniture, original contemporary art, handmade tiles, wooden hallways and staircases – the ship is altogether chic, meditative and sumptuous. Each day brings with it a hand-crafted food and beverage menu, showcasing the specialties of the land. Each day also allows the guests to explore off shore experiences with an in-house expert guide taking them through the stories of India on and off board. This unique ship and its immersive itinerary is designed to engage the intellect and the senses as one experiences the many imaginations of India in the comfort of a luxurious cruise”<sup>125</sup> (Antara Luxury River Cruises, 2024, <https://www.antaracruises.com/river-cruise/ganga-vilas/>). The following section will cover information about the conclusion of this chapter in-depth.

## 7.6 Conclusion

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

## 7.6 Review questions

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

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<sup>125</sup> Antara Luxury River Cruises (2024) *Ganga Vilas*. Available from: <https://www.antaracruises.com/river-cruise/ganga-vilas/>  
[Accessed January 01, 2024]

4) Discuss at least one popular cruise ship based in the Republic of India?

## Chapter 8: Examples of popular global airlines based in Europe & Asia

After reading this chapter you should be able to:

- Define the following terms ‘air transport movements’ and ‘cargo transport’.
- 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.

### 8.1 Introduction

<sup>126127</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>126</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

<sup>127</sup> Rudolph Muteswa (2024) *Tourist Destinations & International Airlines: Travel Guide for Diplomats, Academics, Students, Entrepreneurs, Executive Board of Directors, Tourists & Other Professionals Revised Edition* ©2024 ISBN: 978-1-77933-437-4 EAN: 9781779334374 and it is also available on the free online library – <https://rudolphmuteswa.com>

## 8.2 Definition of terms

<sup>128129</sup> “**Air transport movements** - An air transport movement means a landing or take-off. Air transport movement in scheduled traffic means a movement in commercial traffic according to an official timetable. Air transport movement in non-scheduled traffic means a non-scheduled movement in commercial traffic (charters, relief services, etc.; taxi flights excluded). **Cargo transport** - Both paying and non paying freight, including military mail and express freight. Goods leaving the airport on the same aircraft as the one by which they have arrived (transit-direct) are left out of account, as well as trucking freight” (Amsterdam Airport Schiphol, 2022, <https://www.annualreportschiphol.com/trafficreview2021/glossary> cited in Rudolph Muteswa, 2023:93 famous book title - *The World’s Amazingly Beautiful & Magnificent Airports, Flight Destinations & Airlines 1<sup>st</sup> Edition*). The following section will cover information that will help to explain why the airline industry is linked to the tourism industry.

## 8.3 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

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<sup>128</sup> Amsterdam Airport Schiphol (2022) *Glossary*. Available from:

<https://www.annualreportschiphol.com/trafficreview2021/glossary> [Accessed December 10, 2022] © Schiphol 2022

<sup>129</sup> Rudolph Muteswa (2023) *The World’s Amazingly Beautiful & Magnificent Airports, Flight Destinations & Airlines: Travel Guide for Executive Board of Directors, Government Diplomats, Tourists, International Students, Academics, Entrepreneurs & Other Professionals 1<sup>st</sup> Edition* ©2023 ISBN: 978-1-77931-571-7 EAN: 9781779315717 and it is also available on the free online library – <https://rudolphmuteswa.com>

advantage over other modes of transport (*rail, sea and road*) when travelling.<sup>130</sup><sup>131</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. 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/> cited in Rudolph Muteswa, 2024:16 famous book title - *Tourist Destinations & International Airlines Revised Edition*). 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.

## **8.4 Examples of popular international airlines based on the continent of Europe & Asia**

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 five popular international airlines that will be covered in this chapter will be clearly depicted by Figure 8.1 below.

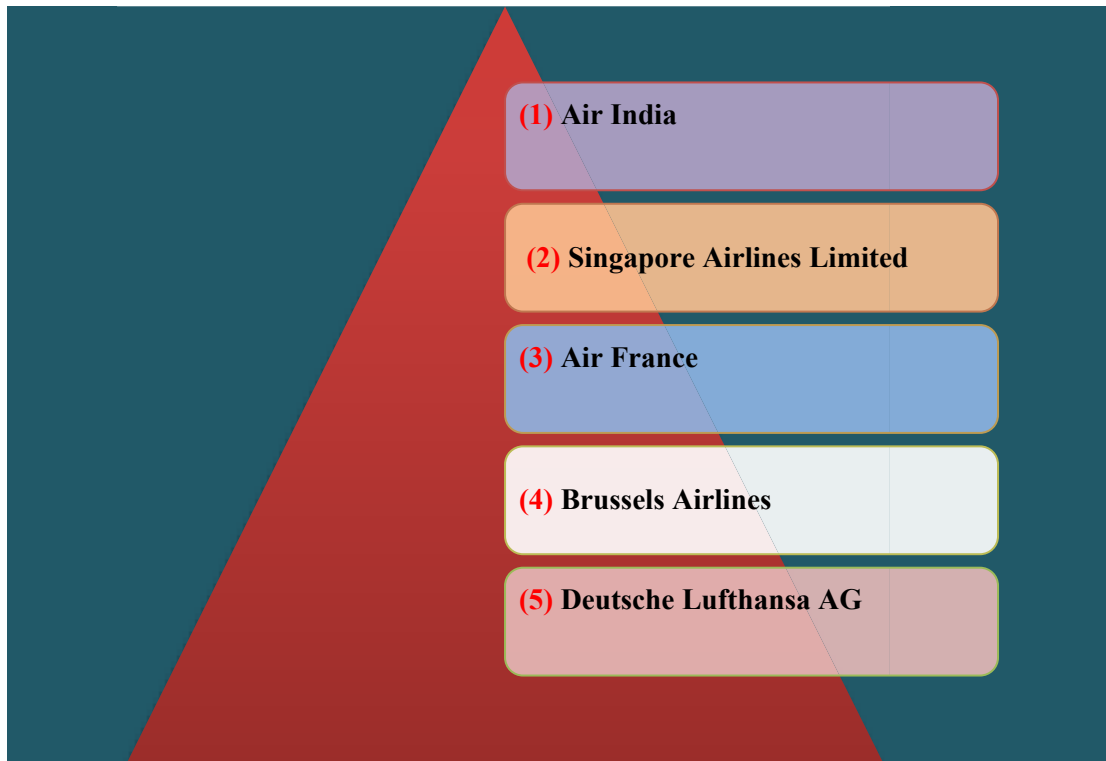
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<sup>130</sup> German Aviation Association (2023) *Tourism*. Available from: <https://www.bdl.aero/en/topics-and-positions/the-importance-of-air-transport/tourism/> [Accessed January 23, 2023]

<sup>131</sup> Rudolph Muteswa (2024) *Tourist Destinations & International Airlines: Travel Guide for Diplomats, Academics, Students, Entrepreneurs, Executive Board of Directors, Tourists & Other Professionals Revised Edition* ©2024 ISBN: 978-1-77933-437-4 EAN: 9781779334374 and it is also available on the free online library – <https://rudolphmuteswa.com>



**Figure 8.1 Five popular international airlines**



Source: Diagram Inspired By Information From: (Air India, 2024, <https://www.airindia.in/>; Singapore Airlines Limited, 2024, <https://www.singaporeair.com/>; Air France, 2024, <https://corporate.airfrance.com/>; Brussels Airlines, 2024, <https://www.brusselsairlines.com/>; & Deutsche Lufthansa AG, 2024, <https://www.lufthansagroup.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 as follows:

### **8.4.1 Air India**

Figure 8.2 below will help to provide an example of the various types of aircraft used by Air India to transport its passengers.

**Figure 8.2 Air India Airplane Photo**



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

<sup>132</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 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 8.3 below.

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<sup>132</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.

**Figure 8.3 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>133</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 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

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<sup>133</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.

(<https://www.airindia.com/in/en/about-us.html>). The amazing onboard cabin and friendly staff of Air India will be depicted by Figure 8.4 below.

**Figure 8.4 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>134</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>134</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.

## 8.4.2 Singapore Airlines Limited

Figure 8.5 below will help to depict a typical example of the modern aircraft used to transport passengers by Singapore Airlines Limited.

**Figure 8.5 Singapore Airlines Limited modern aircraft**



Source: (Singapore Airlines Limited, the year the photo image was downloaded from the Singapore Airlines website is 2023, *Boeing 777-200 in Singapore Airlines livery*, <https://www.singaporeair.com/saar5/images/media-centre/multimedia-library/Thumb/266x150-b772er-1.jpg>).

<sup>135</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>135</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 8.6 below.

**Figure 8.6 Singapore Airlines Limited new economy class interior cabin features**



Source: (Singapore Airlines Limited, the year the photo image was downloaded from the Singapore Airlines website is 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>136</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*

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<sup>136</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.

*Supporting our Communities.* Consider it a glimpse of the journey we are dedicated to, one that 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 8.7 below.

**Figure 8.7 The new Singapore Airlines Limited suites interior cabin features in the A380 aircraft**



Source: (Singapore Airlines Limited, the year the photo image was downloaded from the Singapore Airlines website is 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>137</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

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<sup>137</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.

- [2011 - 2020](#)
- [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>138</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.

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<sup>138</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.



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 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>139</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”” (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.

### 8.4.3 Air France

The amazing modern passenger aircraft of Air France will be clearly depicted by Figure 8.8 below.

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<sup>139</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 8.8 Air France amazing modern passenger aircraft**



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

<sup>140</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>140</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 8.9 below will help to provide an example of the various types of aircraft used by Air France to transport its passengers.

**Figure 8.9 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>141</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>141</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 8.10 below.

**Figure 8.10 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>). “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 8.11 below.

**Figure 8.11 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>142</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 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

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<sup>142</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”.

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>143</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.

#### **8.4.4 Brussels Airlines**

Figure 8.12 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>143</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 8.12 Brussels Airlines Airplane Photo**



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

<sup>144</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>145</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->

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<sup>144</sup> Brussels Airlines (2022) *Our Company*. Available from: <https://www.brusselsairlines.com/be/en/our-company> [Accessed October 31, 2022]

<sup>145</sup> Brussels Airlines (2022) *Organisation*. Available from: <https://www.brusselsairlines.com/be/en/our-company/organisation> [Accessed October 31, 2022]

[company/organisation](#)). The world class ‘Boutique Hotel in the air - new Long-Haul experience’ of Brussels Airlines will be clearly depicted by Figure 8.13 below.

**Figure 8.13 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>146</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

<sup>146</sup> Brussels Airlines (2022) *About Brussels*. Available from: <https://press.brusselsairlines.com/> [Accessed October 31, 2022]



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 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 8.14 below.

**Figure 8.14 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>147</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 Deutsche Lufthansa AG in-depth.

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<sup>147</sup> Brussels Airlines (2022) *About Brussels*. Available from: <https://press.brusselsairlines.com/> [Accessed October 31, 2022]

### 8.4.5 Deutsche Lufthansa AG

Figure 8.15 below will help to provide an example of the various types of aircraft used by the Deutsche Lufthansa AG to transport its passengers.

**Figure 8.15 Deutsche Lufthansa AG Airplane Photo**



Source: (Deutsche Lufthansa AG, 2023, <https://www.lufthansagroup.com/en/company/company-management.html>).

<sup>148</sup> The various types of aircraft that are used to transport passengers to different destinations by Lufthansa will be clearly depicted by Figure 8.16 below.

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<sup>148</sup> Deutsche Lufthansa AG (2022) *Executive Board*. Available from: <https://investor-relations.lufthansagroup.com/en/corporate-governance/executive-board.html> [Accessed October 29, 2022]

**Figure 8.16 Lufthansa various types of aircraft that are used to transport passengers to different destinations**



Source: Lufthansa, 2023, 20221016\_787\_BRE\_012.jpg, <https://medialounge.lufthansagroup.com/en/search?list4.filter=%7B%22sp:pixels-keyword-ref%22:%5B%224815199%22%5D%7D> and "Flughafen München GmbH", 2023, <https://celum.munich-airport.de/pinaccess/pinaccess.do?pinCode=UwZGpSPI480x>. ©2023 Munich Airport

<sup>149</sup>“**COMPLIANCE**. Compliance describes all measures taken to ensure the correct conduct of companies, their management and staff with respect to statutory and the Company’s own obligations and prohibitions. The Lufthansa Group Compliance Program is intended to prevent staff and the Company from coming into conflict with the law and to help them apply statutory regulations correctly. Compliance Comprehensive programme helps to ensure compliance [read article](#). **Code of Conduct**. Responsible and lawful behaviour is a prerequisite for the sustainable economic success of the Lufthansa Group. [read article](#)” (Deutsche Lufthansa AG, 2022, <https://www.lufthansagroup.com/en/company.html>). The Lufthansa airline astounding and highly attractive onboard business & economy cabins are clearly depicted by Figure 8.17 below.

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<sup>149</sup> Deutsche Lufthansa AG (2022) *Company*. Available from: <https://www.lufthansagroup.com/en/company.html> [Accessed October 29, 2022]

**Figure 8.17 Lufthansa airlines astounding and highly attractive onboard business & economy cabins**



Source: Lufthansa, 2023, Business and Boarding Eco\_formatiert.jpg, [https://medialounge.lufthansagroup.com/en/search?list4\\_filter=%7B%22sp:pixel-keyword-ref%22:%5B%223654462%22%5D%7D](https://medialounge.lufthansagroup.com/en/search?list4_filter=%7B%22sp:pixel-keyword-ref%22:%5B%223654462%22%5D%7D) & [https://medialounge.lufthansagroup.com/en/search?list4\\_filter=%7B%22sp:pixel-keyword-ref%22:%5B%223654462%22%5D%7D](https://medialounge.lufthansagroup.com/en/search?list4_filter=%7B%22sp:pixel-keyword-ref%22:%5B%223654462%22%5D%7D) & [https://medialounge.lufthansagroup.com/en/search?s.text=&list4\\_filter=%7B%22sp:pixel-keyword-ref%22:%5B%223654462%22%5D%7D&m.fset=false&s.page=2&m.loadmore=true](https://medialounge.lufthansagroup.com/en/search?s.text=&list4_filter=%7B%22sp:pixel-keyword-ref%22:%5B%223654462%22%5D%7D&m.fset=false&s.page=2&m.loadmore=true) & [https://medialounge.lufthansagroup.com/en/search?s.text=&list4\\_filter=%7B%22sp:pixel-keyword-ref%22:%5B%223654462%22%5D%7D&m.fset=false&s.page=2&m.loadmore=true](https://medialounge.lufthansagroup.com/en/search?s.text=&list4_filter=%7B%22sp:pixel-keyword-ref%22:%5B%223654462%22%5D%7D&m.fset=false&s.page=2&m.loadmore=true)

150““**COMPANY PORTRAIT.** The Lufthansa Group is an aviation group with operations worldwide. With 105,290 employees, the Lufthansa Group generated revenue of EUR 16,811m in the financial year 2021. The Lufthansa Group is composed of the segments Network Airlines, Eurowings and Aviation Services. Aviation Services comprises the segments Logistics, MRO,

<sup>150</sup> Deutsche Lufthansa AG (2022) *Company*. Available from: <https://www.lufthansagroup.com/en/company.html> [Accessed October 29, 2022]

Catering and Additional Businesses and Group Functions. The latter also include Lufthansa AirPlus, Lufthansa Aviation Training and the IT companies. All segments occupy a leading position in their respective markets. **KEY FIGURES.** The Lufthansa Group generated revenue of 16.8 billion euros in the fiscal year 2021, around 24 percent more than in the previous year (previous year: 13.6 billion euros). An increase in passengers, the transformation and restructuring of the company, and the associated cost reductions contributed to a significant improvement in earnings. The company returned to profit in the third quarter due to strong summer travel months. For the full year, the operating loss was significantly reduced, despite the third and fourth pandemic wave and the resulting travel restrictions. **Key figures 2021.** 105,290 **Employees** 302 **Subsidiaries and equity investments** 16,811 **Total revenue** €m 1,329 **Capital expenditure** €m. **BUSINESS SEGMENTS.** Network Airlines, Eurowings, Logistics, Maintenance Repair Overhaul, Catering. **ALLIANCES AND PARTNER AIRLINES** Alliances are fundamental to Lufthansa's success. As a founding member of Star Alliance, Lufthansa offers innumerable advantages in the world's biggest global network. Its regional strategy under the Lufthansa Regional brand connects Europe's regions with one another and with the world beyond. Bilateral partnerships augment and enhance the services portfolio. **Star Alliance.** The Star Alliance network is the leading global airline network. It was established in 1997 as the first truly global airline alliance to offer customers convenient worldwide reach and a smoother travel experience”” (Deutsche Lufthansa AG, 2022, <https://www.lufthansagroup.com/en/company.html>). The following section will cover information about the conclusion of this chapter in-depth.

## 8.5 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.

## **8.6 Review questions**

- 1) Define the following terms 'air transport movements' and 'cargo transport'?
- 2) Explain the reasons why the aviation industry is associated with the tourism industry sector?
- 3) Highlight the various popular international airlines headquartered on the continent of Europe?
- 4) List the various popular international airlines headquartered on the continent of Asia?

## **Chapter 9: What is a train & the various examples of popular trains in the United States of America & the Republic of Austria,**

After reading this chapter you should be able to:

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

### **9.1 Introduction**

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

- Reforms in the way railroads are organized and financed, including better governance and more competition, which will provide better service at lower prices.
- Integrating railways into a country’s transportation network. This often requires both new investments in terminals and a new way of thinking about how railroads mesh with roads, ports and businesses in general.
- Research into rail’s impact on poverty. With a better understanding of rail’s potential to address poverty, transport ministries and urban planners can make more informed decisions on



policies and investments” (World Bank Group, 2023, <https://www.worldbank.org/en/topic/transport/brief/railways>).<sup>151</sup> According to the World Bank Group (2023) The World Bank is working across the globe to help developing countries put more people and more freight onto efficient, well-managed railways.

• In India, the World Bank is financing a dedicated freight corridor, which will meet the country’s rising demand for energy-smart and environmentally sound transport. Over the next 30 years, the project will cut 67 million tons of CO2 emissions (World Bank Group, 2023, <https://www.worldbank.org/en/topic/transport/brief/railways>). The following section will cover information about the definition of terms in-depth.

## 9.2 Definition of terms

**Rail transport.**<sup>152</sup> According to Stainton (2023) *Rail transport* refers to any means of transferring passengers and cargo on or in wheeled vehicles running on rails, which are located on tracks. Rail vehicles are guided by the tracks on which they run (Stainton, 2023, <https://tourismteacher.com/types-of-rail-transport/>).<sup>153</sup> “In addition the definition of the term ‘*world*’ refers to everything that we see and touch from the North, South East or West in all the countries” (Rudolph Muteswa, 2021:139 cited in his famous book title: ‘*The Magnificence of Respecting Human Rights, Democracy & Freedoms in a Country & Organizations*’). The following section will cover information about the different types of rail transport in-depth.

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<sup>151</sup> World Bank Group (2023) *Railways*. Available from: <https://www.worldbank.org/en/topic/transport/brief/railways> [Accessed January 01, 2024] © 2023 The World Bank Group, All Rights Reserved.

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

<sup>153</sup> Rudolph Muteswa (2021) *The Magnificence of Respecting Human Rights, Democracy & Freedoms in a Country & Organizations (Gathered Articles): A North America, Asia, Africa, Oceania & Europe a 21st Century Perspective*, 1<sup>st</sup> edition, Self-Published Educational Ebook. ©2021 ISBN 978-1-77921-415-7 EAN 9781779214157 and it is available on the free online library – <https://rudolphmuteswa.com>

## 9.3 Different types of rail transport

Historically trains have been providing transportation to people for many years and they played a critical role during the industrial revolution due to their ability to carry bulk goods between towns, cities and countries. <sup>154</sup>“Rail transport has been around since ancient Greek times, in the 6th Century BC. Rail transport is ever-evolving, and accounts for a large percentage of ground transportation” (Stainton, 2023, <https://tourismteacher.com/types-of-rail-transport/>). The different types of rail transport will be discussed as follows:

**9.3.1 <sup>155</sup>“Urban rail transport.** Urban rail transport is one of the overarching types of rail transport – e.g, it can be separated into other various types of rail transport, which are all laid out below in terms of specifics. Urban rail transport is the term used for different types of local rail systems which provide a passenger service in and around urban or suburban areas. Urban rail transport includes trams, rapid transport trains, monorails, light rail, cable cars, funiculars and commuter rail.

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

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

**9.3.4 Commuter rail.** Commuter rail is a similar system to rapid transit rail. Commuter rail encompasses rail transport services within metropolitan areas, connecting commuters from towns and [suburbs](#) to cities for work purposes, first and foremost. They are considered heavy rail, and

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

<sup>155</sup> Stainton, H. (2023) *Types of Rail Transport*. Available from: <https://tourismteacher.com/types-of-rail-transport/> [Accessed January 26, 2024] ©2023 Dr Hayley Stainton, all rights reserved.

use electric or diesel trains. British commuter rail services share tracks with other passenger trains and freight trains too.

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

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

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

**9.3.8 Funiculars.** A funicular is one of the most interesting types of rail transport. Funiculars are powered by cable traction, and designed specifically for steep inclines. There are two counterbalanced passenger cars which move in concert – as one goes up, the other comes back down. Funiculars are mostly tourist attractions now, offering a fun way to see new scenery when visiting a particular area, though some are used for commuting and general transport”””<sup>156</sup> (Stainton, 2023, <https://tourismteacher.com/types-of-rail-transport/>). The following section will cover information about typical examples of leading global trains of various countries in-depth.

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<sup>156</sup> Stainton, H. (2023) *Types of Rail Transport*. Available from: <https://tourismteacher.com/types-of-rail-transport/> [Accessed January 26, 2024] ©2023 Dr Hayley Stainton, all rights reserved.

## 9.4 Examples of leading global trains from the United States of America & the Republic of Austria

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

### 9.4.1 United States of America – ('Amtrak')

Today trains have become one of the most reliable, fun, eco-friendly and affordable ways to move from one point to another in various countries. In general there are many companies that operate trains in the United States of America which are either private-owned or public-owned. One of the most popular train company based in the United States of America that will be discussed in this section is called 'Amtrak'.<sup>157</sup>“**Today & Tomorrow**. Amtrak has nearly 50 years of rich American history, and we're proud of the efforts we've put into intercity passenger rail service. Since beginning operations in 1971, we've worked ceaselessly to transform a classic form of transportation, preserving those aspects of train travel that are timeless, while modernizing those that are ripe for it. In fiscal year 2019, Amtrak carried more than 32 million customers — proving that America's longstanding love of travel still embraces our classic and storied mode of transportation in its modern form. **Preserving the Train — and Improving It!** When Amtrak took over intercity passenger service in 1971, the infant company faced a formidable set of challenges: equipment was aging and hard-run, ridership had declined for years, and nobody knew how a tiny band of dedicated men and women could ever reinvent a nationwide network knitted together from 20 disparate services and railroads. It wasn't easy — but we did it. Amtrak started by sorting out its fleet, and making the bold decision to renew

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<sup>157</sup> Amtrak (2024) *Amtrak Today & Tomorrow*. Available from: <https://history.amtrak.com/amtraks-history/amtrak-today>  
[Accessed January 01, 2024] © 2023 Amtrak Media. National Railroad Passenger Corporation

salvageable equipment with new electric heat and lighting systems, while ordering a whole new fleet of single-level cars capable of high-speed service, and daring bi-level cars that would provide roomy and comfortable accommodation on western routes. In 1976, Amtrak took over most of the badly deteriorated lines between Washington, New York and Boston from the bankrupt Penn Central Railroad. To many, this was a liability, but we saw the potential inherent in a direct route that linked the population centers of the East Coast, and with a lot of hard work, we built it into a 125 m.p.h. railroad. In the 1990s, Amtrak began its program to bring high-speed rail to America with Acela Express. We rebuilt parts of the Northeast Corridor (NEC) and improved the electric overhead power system so that all of our trains would be faster; and we partnered with Bombardier Transportation and Alstom to bring fast, comfortable high-speed service to the Northeast. Today, we're operating a national system that comprises long-distance, state-supported and Northeast Corridor services that connect communities, regions and modes of transportation across the country. We've partnered with 17 states through 20 agencies to provide train service around America, bringing faster and more frequent train service to destinations as varied as Chicago, Seattle, Los Angeles and St. Louis. **Not Just a Storied Past — A Bright Future!** We have made great strides in our nearly five decades in the railroad business. And as Amtrak grows, so does our capacity to meet national needs such as stimulating and supporting local and regional economies; contributing to national emergency response, congestion mitigation and emissions reduction; and reducing our nation's reliance on foreign oil. We're not just a mode with a past — we have a bright future and an important present. Even in regions where we're not able to provide the twice-hourly service that's the hallmark of our NEC, we provide many <sup>158</sup>Americans with an affordable and accessible intercity transportation option. Amtrak serves more than 500 communities nationwide, more than 150 of them rural; more than half of our destinations are served exclusively by our 15 national network routes. We are determined to continue to build the equipment, infrastructure and organization needed to sustain our growing ridership and will do so by investing in critical projects that will enhance the passenger experience for years to come. We look forward to ensuring Amtrak continues to play an important role in the national transportation network for the next 50 years and beyond by

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<sup>158</sup> Amtrak (2024) *Amtrak Today & Tomorrow*. Available from: <https://history.amtrak.com/amtraks-history/amtrak-today>  
[Accessed January 01, 2024] © 2023 Amtrak Media. National Railroad Passenger Corporation

providing travelers with a safe, efficient and reliable experience. To commemorate our past, celebrate our present and portray our future, our employees have put together this website that includes stories, anecdotes and memorabilia. We hope you'll take a look. And we hope to see you on one of our trains sometime in the near future”” (Amtrak, 2024, <https://history.amtrak.com/amtraks-history/amtrak-today>). The world class highly attractive & eco-friendly interior of the *Acela* Fleet trains of Amtrak will be clearly depicted by Figure 9.1 below.

**Figure 9.1 The world class highly attractive interior of the Acela Fleet trains of Amtrak**



**Café'**

**Toilet/Bathroom**

Source: (Amtrak, 2024, <https://media.amtrak.com/2022/03/new-acela-fleet-interiors/>).

<sup>159</sup>According to Amtrak (2022) **NEW ACELA FLEET INTERIORS**. Amtrak and its supplier, Alstom, have reached another milestone in the development of the new *Acela* trainsets, unveiling the interiors of the fleet that will better serve Amtrak's Northeast Corridor travelers. Through these photos, you will see how Amtrak is upgrading the experience for millions of passengers

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<sup>159</sup> Amtrak (2022) *New Acela Fleet Interiors*. Available from: <https://media.amtrak.com/2022/03/new-acela-fleet-interiors/>  
[Accessed January 01, 2024] © 2023 Amtrak Media. National Railroad Passenger Corporation

and setting the stage for the next generation of train travel in America and on the Northeast Corridor. Elevating the travel experience, the new *Acela* offers enhancements in comfort, technology, innovation, and safety on Amtrak's most environmentally sustainable fleet of trains to date (Amtrak, 2024, <https://media.amtrak.com/2022/03/new-acela-fleet-interiors/>). The astounding state-of-the-art unique designs and interior facilities for long distance service improvements of Amtrak trains will be depicted by Figure 9.2 below.



**Figure 9.2 The astounding state-of-the-art unique designs and interior facilities for long distance service improvements of Amtrak trains**



Source: (Amtrak, 2023, <https://media.amtrak.com/2023/11/image-gallery-long-distance-service-improvements/>). © 2023 Amtrak Media. National Railroad Passenger Corporation

<sup>160</sup>“Amtrak is engaged in numerous efforts to enhance its Long Distance service—both in the immediate future and over the longer term. Most significant is the effort to replace the fleet

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<sup>160</sup> Amtrak (2023) *Image Gallery: Long Distance Service Improvements*. Available from; <https://media.amtrak.com/2023/11/image-gallery-long-distance-service-improvements/> [Accessed January 01, 2024] © 2023 Amtrak Media. National Railroad Passenger Corporation

operating the Long Distance network, and also includes upgrades to passenger cars, stations, onboard amenities, customer experience and more. Amtrak is modernizing the interiors of over 400 bi-level *Superliner* cars—with new seating cushions and upholstery, carpet, LED lighting, tables and curtains. The scope of the project includes four *Superliner* car types: Coaches, Sleeping Cars, Dining Cars and Sightseer Lounges. Amtrak has invested \$28 million in this refresh, which extends the useful life of passenger cars that were delivered in the 1980s and 1990s. As of summer 2023, over 100 Superliner cars have been refreshed and are now in revenue service” (Amtrak, 2023, <https://media.amtrak.com/2023/11/image-gallery-long-distance-service-improvements/>). The following section will cover information about the Republic of Austria trains in-depth.

#### **9.4.2 Republic of Austria – (‘Austria Federal Railways - ÖBB’ which owns popular trains called ‘Railjet’ and ‘Nightjet’)**

In Austria the railway sector is one of the most developed in Europe and the main focus of train operators across Europe is offering passengers a memorable experience in an efficient, innovative, multicultural, competitive and profitable manner. This section will discuss Austria’s most popular railway corporate brand called ‘Austrian Federal Railways’ (ÖBB) which owns popular trains called *ÖBB Railjet (RJ, RJX) and Nightjet (NJ)*.<sup>161</sup> According to ÖBB (2024) *The ÖBB Nightjet* - the night train operated by the Austrian Federal Railway ÖBB - allows you to travel comfortably overnight to many destinations throughout Europe on any day. For as little as € 29,90\*, the ÖBB Nightjet takes you to Austria, Italy and Switzerland (ÖBB, 2024, <https://www.nightjet.com/en/angebote>). The world class exterior views and facilities of the ÖBB Nightjet (NJ) will be clearly depicted by Figure 9.3 below.

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<sup>161</sup> ÖBB (2024) *Offers. The ÖBB Nightjet*. Available from: <https://www.nightjet.com/en/angebote> [Accessed January 06, 2024] © 2024 ÖBB. All rights reserved.

**Figure 9.3 The world class exterior views and facilities of the ÖBB Nightjet (NJ)**



Nightjet - © ÖBB / Marek Knopp



NJnG Schlafwagen comfort plus - © ÖBB | Harald Eisenberger



NJnG Sitzwagen - © ÖBB / Harald Eisenberger



NJnG Liegewagen - © ÖBB / Harald Eisenberger

Source: (ÖBB, 2024, *Image Gallery-Videos*, <https://presse.oebb.at/en/image-gallery-videos/nightjet>). © 2024 ÖBB. All rights reserved.

<sup>162</sup>“**ÖBB: Today. Tomorrow. Together.** As a comprehensive mobility and logistics service provider, ÖBB transported a total of 323 million passengers and over 94 million tonnes of goods to their destinations in a climate and environmentally friendly manner in 2021. The electricity for trains and stations is generated entirely from renewable energy sources. ÖBB is one of the most

<sup>162</sup> ÖBB (2024) *ÖBB: Today. Tomorrow. Together.* Available from: <https://presse.oebb.at/en/> [Accessed January 06, 2024] © ÖBB

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

## **9.5 Conclusion**

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

## **9.6 Review questions**

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

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