

eBook

Ultimate Travel and Tourism Agency Owner guide

color**whistle**

Evolution of Travel and Tourism Industry

Travel is one of the most important leisure activities in the world. Over the years, the travel industry has changed considerably. It is quite fascinating to see how travel agencies have evolved.

How far have we come? Where did it all start? Take a look at our ultimate travel evolution infographic to learn how the industry keeps moving forward, while evolving, expanding and showcasing more than any other industry.

The travel industry has become a combination of DIY internet tools and travel management companies.

Transportation innovations such as trains and airplanes have eliminated the problems and lowered travel costs. In short, it has become possible for travelers to go anywhere on the globe in less than 48 hours.

The market has split into a vast number of nice markets such as ecotourism, backpacking and historical tourism. There has been a handful of trips into orbit around Earth which is branded as 'space tourism' which is going to be an exciting chapter in the industry.



Travel & Tourism Industry Trends for 2020

In today's world, people come across many transitions in climatic conditions, eating habits, dressing sense, etc. When this is on one side, even in this 21st Century, people's enthusiasm and craze for traveling are not altered at any cause.

Therefore, the **global travel** and tourism industries are bringing many facilities and technologies to give the best experience for travelers. There are chances for travel agencies to begin the year 2020 successfully by making the travel experience a comfortable one for tourists and travelers.

Our **ColorWhistle** team strives hard to keep our clients aware of the current developing industry – travel and tourism. On that note, we researched and collected some of the travel trends that will come to life in 2020 and beyond.

Let's take a look at some of the travel trends that are going to dominate in 2020.



A person with a backpack stands on dark rocks, looking out over a calm lake towards a sunset. The sky is filled with dramatic, colorful clouds in shades of orange, purple, and blue. The person is wearing a dark jacket and a beanie. The overall mood is contemplative and serene.

*A Trip to the
2020
Travel Trends*

1. Traveling with Virtual Cash

Usually, travelers before taking a trip had to search for currency exchange centers or post offices or other financial centers to exchange their currency with the foreign currency. These traditional money concepts will come to a complete end by 2020, where everything is paid and bought with paperless cash!

According to AmericanExpress, the total value of noncash payments rose to US\$174.4 trillion and grew at a rate of 4.2 percent per year.

The Statista Research Department published a fact that cash transactions are going to decline from 56% to 60% in 2020.

According to Visa 88% of travelers prefer online payment at present.

At present, you could have come across mobile apps such as PayPal, GooglePay, Facebook Messenger, Whatsapp that act as a platform for cashless transactions. Adding to it, travel websites like Google Flights, Priceline and Expedia are already offering online booking facilities for travelers



2. Biometrics & Facial Recognition

SITA, an airline technology company analyzed that around 77% of airports and 71% of airlines plan to invest heavily in biometric identification in the next three years.

Countries such as Britain, Singapore, Japan, China, and America are already using biometric technology in their airports.

British Airways has implemented a facial-recognition assisted boarding process at its hub in London.

Heathrow Airport in London has partnered with Yoti to allow travelers to use their smartphones for the facial identification process.

Why have these airports turned to biometrics technology? What are the benefits for a traveler in adopting the technology?

Biometric technology is rich in security. So, airport companies want to use it in their airport checking hubs. Plus, biometric technology consumes less time to spend on verifications.

A traveler has many benefits in experiencing the biometric technology in airports during his/her travel, some of them are listed below,

Automated recognition and verification – Automated Border Control [ABC] gates are kept for verification which lets out seamless entry and exit of passengers.

Accurate identification of documents – As biometrics technology is used during both check-in and check-out of a traveler, there are no opportunities for fraud activities.

Handing over the documents – The tourists can rest from the risks of handing over their passport and boarding pass at all verification centers. Instead, the cameras will be ready to capture the tourist for recognition, and it is enough that he/she poses for the click.



3. Mobile Apps for Filling Visa

The mobile applications will go trending in 2020. An international traveler who is planning for a vacation has to be aware of the process of taking a visa. Usually, it takes hours together to fill a visa application, sometimes hours become days. This is because small typos in filling the visa applications will lead to blunder mistakes which might delay visa approval. What difficulties does a traveler face while applying for a visa?

- Requirements of documents asked in the visa applications vary from country to country.
- Lack of support for consultation.
- Gathering the appropriate documents.
- Struggles in linguistics.
- Time consumption.

These issues can be easily solved by building a mobile application. Companies such as VisaFast, ChinaVisaApp, VisaExplore already have apps. Here are some of the beneficial features that can be added to the app.

- Provide easy assistance in the traveler's convenient language. This service should be available 24/7.
- Appropriate contact information should be mentioned about the consultancy services to prevent fraud occurrences.
- Assist travelers in the end-to-end process starting from filling the forms to the payment options. Submission of visa applications should also be carried out digitally instead of letting the traveler to physically submit the forms.

Some of the airports are already leading in the race by accepting mobile passports from the travelers. Here is a small list.

- John F. Kennedy International Airport (JFK)
- Boston Logan International Airport (BOS)
- Chicago O'Hare International Airport (ORD)
- Los Angeles International Airport (LAX)
- Orlando International Airport (MCO)



4. Experiencing Virtual Reality in Real World

To get inspiration about a touring spot, travelers have started to use virtual reality technology. By this, the traveler gets a pre-mentioned idea of which places to travel? How will the place look like? The virtual reality apps capture more or less the exact view of the spot. Here are some companies that are already using VR technologies.

Everest VR – It is developed by **Slfar Studios** of Iceland and **RVX** using an advanced game engine, digital cartography, and hyper-realistic graphics. There are a few innovative ideas like God mode, Bird's view and much more.

Google Earth VR – In Google Earth VR, you can use zoom in and out option, the blend of aerial, satellite and 3D-mapped 'Street View.' It makes you feel like you are really traveling around the globe.

Under the Canopy – It was introduced by Conservation International and Jaunt which shows the charming beauty of the Amazon Forests. You can examine the trees, wildlife, rivers, three-toed sloths 15 feet Anaconda, species of tropical butterflies and much more.



5. Canning & Screening

Economic Times has released an official document that states 84 airports are about to install body scanners replacing door frame metal detectors and hand-held scanners

Amsterdam-Schiphol, London Gatwick, London Heathrow, London Luton, Paris-Charles de Gaulle, Paris-Orly, Rome-Leonardo da Vinci/Fiumicino, and Venice Marco Polo are some of the airports that already have modern scanner facilities.

Today, airports use technologies like

- Metal detector with electromagnetism – Metal detectors are either handheld devices or pass-through systems.

- Scanners passing X-rays – Based on the intensity of rays passed X-ray scanners are of two types the back-scatter x-ray scanner and the millimeter-wave scanner.

- Detectors for identifying explosives – Ion Mobility Spectrometry technology is used for identifying the explosives.

These modern scanners help travelers to spend their time without getting stressed about the scanning practices. This scanning and screening process will drastically grow in 2020.



6. Maximizing the Use of RFID Wristbands

CNET says that the monitoring team at the airports will give RFID Wristbands to the passengers to reduce human-traffic in the check-in and check-out areas.

Travelers have to carry their passport, visa, credit card, wallet, and much more. Many times, travelers lose these documents and get into unnecessary trouble. RFID Wristbands can reduce this risk as all these documents will be saved in that band.

According to the Statistica website, shipments of smart wristbands in 2019 are to exceed 40 million units worldwide.

Some of the benefits of using RFID Wristbands in airports

- Minimizes the wait time – Ticket information will be provided in the wristbands to reduce wait time
- Secures kids and elders – The RFID bands safeguard the kids and elder ones from the rush in the airport
- Payments without cash – The wristbands enable the feature of buying anything without the use of paper cash, card, mobile phones, and so on



7. Driverless Transport

Transport plays an essential part of travel. People will get frustrated if they face difficulties like waiting for the driver or rash driving. In 2020 these problems will slowly reduce via the enhancement of automated cars, buses, etc.

What are all the benefits enjoyed by a traveler while taking a driverless car?

Increase in safety – The Lifehack website states that 1.2 million people died in traffic accidents. These accidents could decrease in the count when driverless cars brought into practice.

Minimized emissions – According to the Lifehack website, emissions of greenhouses gases can be reduced to 94% from 87%.

Sensors, automated controls, power supplies, WiFi, GPS systems, testing, and maintenance are some of the facilities offered by such vehicles for a safe and smooth traveling experience.



8. Instagrammable Inspirations

At present, social media is turning the world upside down. It has become a part of each one's daily life. According to the estimation of Statistica, by 2021 social media users count will increase to 3.1 billion. That's a huge number!

Some Interesting Facts and Statistics

According to a recent survey from **Adweek**, 52% of Facebook users dream about vacation even when they aren't planning a specific trip. Among them, 69% of users refuse the proposals at the last minute because of FOMO (Fear of missing out)

According to Olapic, 87% of Millennials on Facebook said they use social media sites for travel inspiration, while 20% use Twitter and Pinterest.

According to WebpageFX, an estimated 72% of people post photos on social networks while traveling, and 70% of travelers update their Facebook status while vacationing.

MDG Advertising agency has analyzed that 30% of U.S travelers turn to social media to fetch trip inspirations, 52% of Facebook users share that they are inspired by their travel stories and posts.

This is why social media is used by all age groups to get various travel inspirations. It has



9. Travel to Ancestral Places

Robin Hauck EF Tours says “As long as there’s been travel there’s been an appetite for visiting where our ancestors are from. What’s changed is DNA technology has become so much more accessible.”

According to the HospitalityNet, 36% of people among the top getaway travelers are trying to take a trip to their ancestral places.

Forbes has conveyed that 50% of Americans, 89% of Indian people, and 69% of French people have traveled at least to one country of their heritage sites.

Ancestry Tourism. That sounds strange! Soon, by 2020 it is going to become familiar among the travelers. Some of the websites and mobile apps are already providing this tourism.

Online website **Ancestry** provides AncestryDNA options to take a DNA test at home with the aids and kits for knowing a person’s ethnic background.

In countries like Ireland and Scotland, **Brendan Vacations**, a travel agency is ready to arrange meetings with Genealogical Experts to determine a person’s family history.

The South African Airways gives opportunities for travelers to take a 12-day trip to advent the remote regions like Johannesburg, Drakensberg, and Umhlanga to learn about tribal influences.

A traveler preferring for a DNA Trip might enjoy the benefits such as understanding their identity, reinforcing lost relationships and much more.



10. IoT Technologies in Accommodation

According to a survey conducted by Sita Airlines, 86% of the airline companies believe IoT will provide clear benefits over the next three years. As usual, IoT Technologies make things easier in the travel and tourism industry too.

How travelers are benefited from IoT technologies during trips?

Status about Flights – Currently, Amazon Smart Speakers Alexa, Google Home Speakers, Fitbit Ionic Smartwatches are used in United Airlines through which a traveler can know the arrival & departure timings, the present position of the flight, and much more.

Customized Control – Travelers can adjust room temperatures, operate T.V, utilize heaters and set alarm timing via apps. Plus, Electronic Key Cards and NFC readers' smart locks will also make travelers stay at ease.

Lost Baggage Tracker – The baggage claim service team will take a long time to find the stolen baggage. Optimizing the baggage tracker technology, the baggage could be found shortly.

Robots for Maintenance – Robots are kept for room service 24/7 to maintain the rooms. They provide all the needed amenities for a traveler.



11. Personalized Travel Activity

Today, the advanced system of travel technologies has turned travelers to experience more personalized services. Here are some of the statistics that show how personalized experiences have an impact on the travel industry.

As per the trends report from **WeAreMarketing**, 69% of travelers will be more loyal to a provider that personalizes their experiences

According to a stat from **Travolution**, 81% of travel respondents considered it very important for brands to provide personalized experiences to their customers

According to **Medium**, ninety percent of travelers worldwide say they expect a personalized experience when they book their travel.

These are a few travel agency brands that are already ahead in the race of providing personalized and digital services to the travelers.

EasyJet – Personalized individual package tours

Hilton Hotels – Personalized mobile apps for iOS, Android, Microsoft devices

Princess Cruises -Personalized wearables

Delta Flights – Personalized account-specific messaging services with corporate clients

Therefore, to make an impression on travelers, start delivering the best-personalized travel experiences.



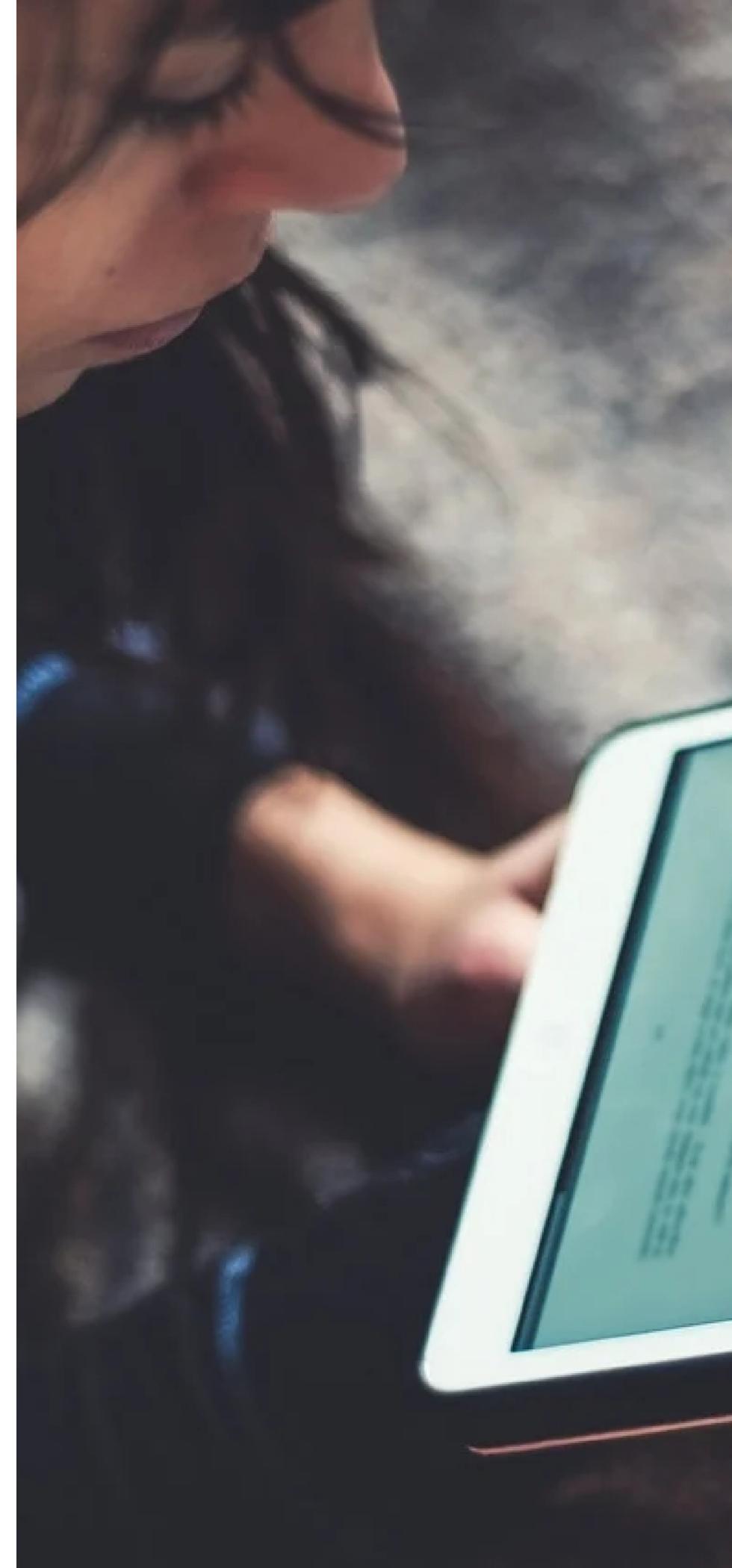
12. Online Booking

You might have wondered what impact does booking has on the travel industry but be vigilant to carry out the booking experiences as simple as possible.

Nowadays, travelers wish to carry everything in a simple way. Therefore, if you make the booking process a lengthy one, travelers may choose another service provider.

Phocuswright, the travel agency states that 67% of tour and activity suppliers use email or calendar to manage their traveler's bookings. They do not have a third-party booking system.

If you make the booking experiences of the travelers simple, you can easily become the leading travel agencies. [Click here](#) to learn more about Rezdy, an online booking software.



13. Package Tours with Quality Services

For the past few decades, travel agencies are providing a service called 'package tours' which is highly recognized by travelers. One of the main reasons for package tours to gain popularity within a short period is that package tours take away all the troubles that a traveler faces while planning for a trip.

You can provide the best package tours to your travelers with some of the awesome ideas listed below.

Offer excellent transport facilities – Plane and car are preferred modes of transport for family travel, with 52% selecting their mode of transport by the fastest option, and 34% based on lowest cost (Expedia Group)

Plan for providing many fitness package tours and trips to the travelers – One in five people plan to take health and well-being trips (Booking.com)

Include luxurious accommodation – Roughly 35% of Millennial travelers prefer upscale and luxury hotels/resorts (Resonance Consultancy)

Engage travelers in their preferred communication medium, channels, and platforms – 59% of families said travel websites (TripAdvisor, Expedia, etc.) were resources they used for information or inspirations for where to go and what to do, 10% said Instagram, 74% said search engines, 51% said travel review websites, 30% said social media, 12% said travel agents, and 8% said blogs (NYU)

Thus, it is clear from the above stats and facts that to become a highly advanced travel agency in 2020, you should include package tours in your marketing strategy.





Everything You Need to Know About Travel & Tourism Industry



The travel and tourism industry is one of the biggest and fastest-growing industries in the world. We are still witnessing the continued interest of many people preferring to spend their spare time on travel.

This has given an enormous opportunity for travel and tourism-related business like travel agencies and tour operators to cater to the needs of this emerging demand.

In an effort to help people who want to enter the travel business, we have written this comprehensive introduction blog about the travel and tourism industry. We also regularly share informative resources for people in the travel industry. Do check out our blog section on a regular basis to read information-rich resources.

Let's dive in.



What is the Difference Between Travel & Tourism Industry?

The terms travel and tourism are often used side by side and are closely linked. However, there are differences between the two. In this blog, we will find out more about the difference between both travel and tourism and the activities that set them apart.

What is tourism industry? – Tourism is the act of traveling to a different location for either business or pleasure for more than one consecutive year

What is travel industry? – Travel refers to moving from one location to another. It can be long-distance, short-distance, overseas or domestic travel and can cover a wide variety of different travel purposes.

It is completely understandable that many find it hard to figure out the distinction between both the terms because there seems to be a significant overlap. Many of the businesses and service providers seem to cater for both travel and tourism.

Despite the progressive and adaptive nature of the industry where the changes are evident via new introduction of tourism forms, there is no attempt to develop a commonly accepted definition of travel and tourism. While we have attempted to define the concept of travel and tourism from a generic perspective, the practical application of the meanings we outlined can be difficult when used for specific types.

We would say that academics and practitioners from the industry have to come up with appropriate definitions so that it will represent the travel and tourism industry that operates today.



Evolution of the Travel & Tourism Industry

What Are the Sectors and Components Within the Travel and Tourism Industry?

Next, we will explain the various sectors and components that are present in the travel and tourism industry.



1. TRANSPORTATION

AIRLINE INDUSTRY

CAR RENTAL

WATER TRANSPORT

BUS & COACH

RAILWAYS

SPACECRAFT

AIRLINE INDUSTRY

The transport (accessibility) system is one of the main key parts of the travel and tourism industry. It is considered as a link between tourist generating and tourism destination regions. Some of the major airlines in the world are,

Emirates Airline

Jet Airways

Malaysia Airlines

Air France KLM

Lufthansa

Southwest Airlines



CAR RENTAL

People give a lot of importance to comfort while traveling. That is why there is a huge rise in companies that provide a variety of vehicles according to requirement and comfort of the clients.

Some of the famous car rental companies are,

Hertz

Budget Rent a Car

Avis

Alamo

Sixt

Enterprise



WATER TRANSPORT

Waterways are important to the transportation of people and goods throughout the world. It has played a vital role in drawing different parts of the world closer and is essential to foreign trade. The different types of water transport are,

Ships

Ferries

Tug boats, Rigs

Sailboats

Barges



BUS & COACH

Buses and coaches are one of the most important forms of passenger transport around the world. They have been shaping sustainable mobility for more than a century. Here are some of the luxury busses in the world,

Marchi Mobile EleMMent Palazzo

Featherlite Vantare Platinum Plus

Prevost H3-45 VIP

Foretravel IH-45 Luxury Motor Coach

Country Coach Prevost



RAILWAYS

Railways have helped mankind in many ways – in both voyages of commerce and discovery. They are still the most popular form of transport and given the environmental benefits, they will be with us for many years to come. Here are some of the most famous trains in the world,

Trans-Siberian Express

Orient Express

Flying Scotsman

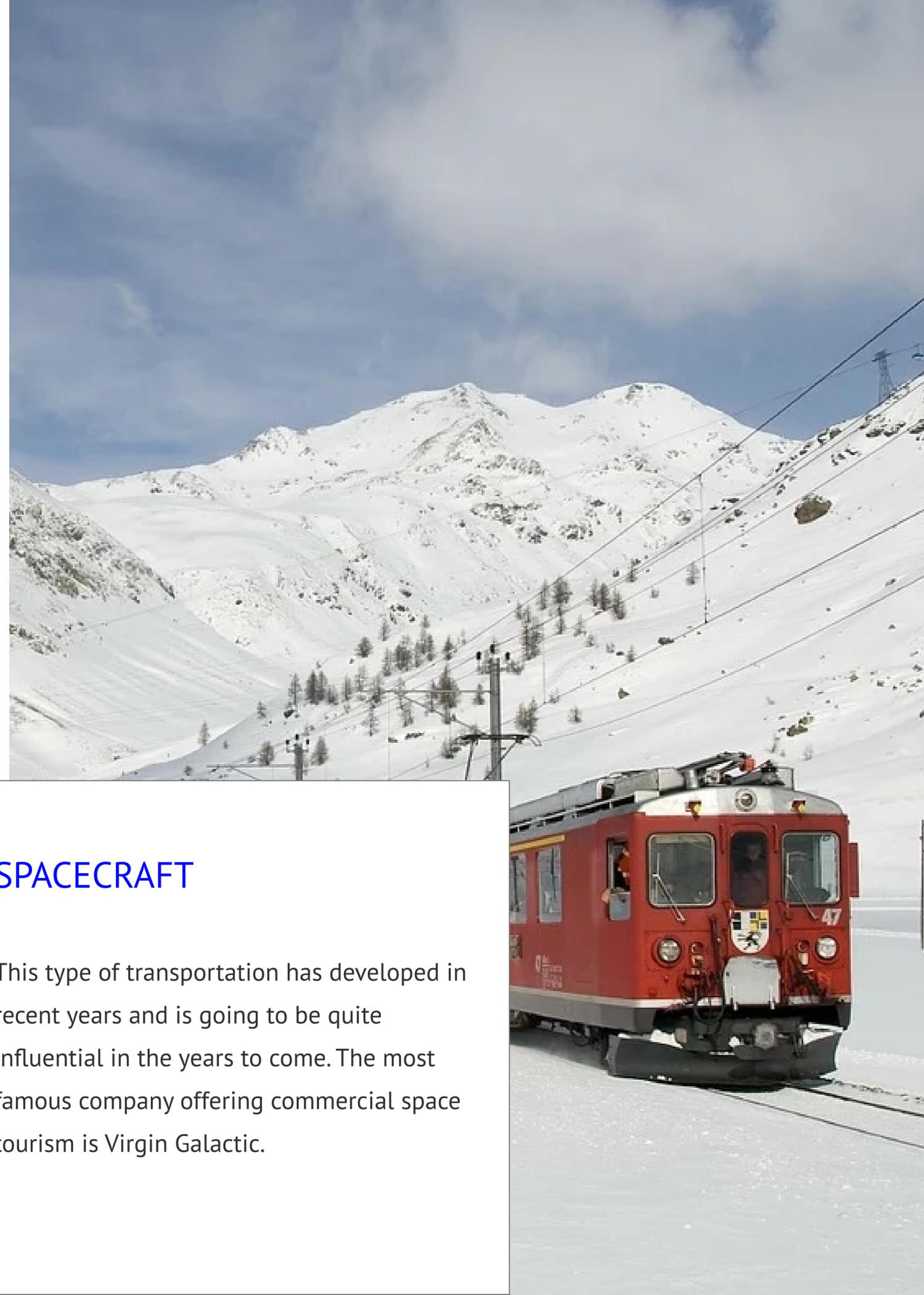
Golden Arrow

Maharajas' Express

Eurostar

SPACECRAFT

This type of transportation has developed in recent years and is going to be quite influential in the years to come. The most famous company offering commercial space tourism is Virgin Galactic.



1. ACCOMODATION

— HOTEL

— SHARED ACCOMODATION

— CAMPING

— BED & BREAKFAST (B&B)

— CRUISES

— TIMESHARE ACCOMODATION

HOTELS

Hotels are one of the most popular forms of accommodations for tourists or anyone who is looking for a place to stay overnight or on a short-term basis. They provide guests with private rooms, bathroom and other facilities. Some of the popular hotels in the world are

Emirates Palace

Rancho Valencia Resort & Spa

The Westin Excelsior

Burj Al Arab Hotel

The Plaza



SHARED ACCOMMODATIONS

Shared accommodations are commonly defined as two or more people living in accommodation together. Usually, each person will have their own bed and will share certain common areas such as kitchens and bathrooms. This is a budget-friendly option for tourists. Some of the most popular shared accommodation service providers are,

AirBnB

Vrbo

HomeAway

Homestay

OneFineStay



CAMPING

Camping or temporary shelter is an outdoor accommodation which is in the form of a tent. Travelers who camp will also prefer to stay at a commercial campsite which has additional facilities. Some of the popular camping sites in the world are,

Mount Cook National Park, New Zealand

Devon, England

Loch Lomond & The Trossachs, Scotland

The Alps, France

Hossa National Park, Finland



BED AND BREAKFAST (B&B)

Bed-and-breakfast are cozy accommodations that are inviting, intimate environment where innkeepers are often present to look after every guest. In some cases, the owner of the B&B may live in the building too. Some of the most popular B&B's in the world are,

Le Quartier Sonang – Amsterdam

Bed and Breakfast by the Beach – Bournemouth, England

Arbor Guest House – Napa Valley, Calif

Glendon Guest House – Derbyshire, England.

Cliffside Inn Bed And Breakfast – Newport, R.I.



CRUISES

Cruise is a combined form of transportation and accommodation. People who go on cruise travel will have their own cabin where they can rest and relax. A major part of the passenger's time is spent on the cruise ship. Some of the most popular cruise destinations in the world are,

Avignon, France

Bora Bora

Glacier Bay, Alaska

Vienna, Austria

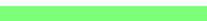
Singapore



TIMESHARE ACCOMMODATION

Timesharing is shared ownership of a vacation property. A management company handles the construction of a property and sells shares where buyers can spend a specific amount of time on the property usually 1 week per year. Famous timeshare resorts in the world are,

 The Ritz Carlton Club

 The Disney Vacation Club

 The Marriott Vacation Club

 The Hilton Grand Vacations Club

 The Hyatt Residence Club



3. FOOD & BEVERAGE

A close-up photograph of a bowl filled with fresh ingredients. The bowl contains several long, thin, light-colored pasta ribbons, a few bright red cherry tomatoes, and some green leafy herbs. The background is dark and slightly blurred, emphasizing the textures and colors of the food.

RESTAURANTS

BARS & CAFÉS

NIGHTCLUBS

RESTAURANTS

The restaurant and dining business is equally important as the scenery, accommodations, and destination areas because tourists want to engage in local culture when they go on a holiday. If you have any plans to create a restaurant website we have written a detailed blog about the essential elements a restaurant website must-have. Here are some of the famous restaurants in the world,

Osteria Francescana

El Celler de Can Roca

Mirazur

Eleven Madison Park

Gaggan



BARS & CAFÉS

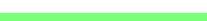
Bars & Cafés give a relaxed environment for travelers to eat and drink. Bars tend to focus on selling alcoholic drinks and soft drinks whereas cafés sell hot drinks and snacks. We have also written a detailed blog that has an amazing list of bakery & cafés website design inspiration, do check it out. Some of the world-famous bars & cafés are,

 The Broken Shaker

 Bell in Hand Tavern

 El Floridita

 Sant'Eustachio il Caffè

 La Cafeotheque

 Winkel



NIGHTCLUBS

Nightclubs are commercial establishments that will stay open until late at night. These places combine music, dance and alcohol sales. Some of the world-famous nightclubs are, Ibiza

Hakkasan

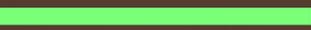
Green Valley

Pacha

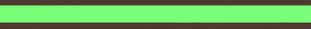
Zouk



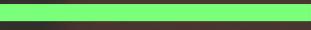
4. ENTERTAINMENT



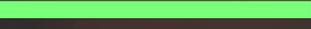
CASINOS



SHOPPING



MUSEUMS



THEME PARKS



CASINOS

Casinos are similar to indoor amusement parks, but it is for adults. It has many games of chance such as slot machines, blackjack, roulette, craps, keno and baccarat provides billions of dollars in revenue for casinos. Some of the world-famous casinos are,

WinStar World Casino

Venetian Macau

City of Dreams

Foxwoods

Wynn Macau



SHOPPING

Shopping plays a vital role in the travel and tourism industry as it caters the basic necessities and it is also a form of entertainment. Many people specifically travel to experience shopping in those destinations. Some of the world-famous shopping destinations are,

— New York City

— Paris

— Milan

— London

— Hong Kong



MUSEUMS

Museums have objects and materials of cultural, religious and historical importance in one place. They are presented to the public for education and enjoyment. Some of the world-famous museums are,

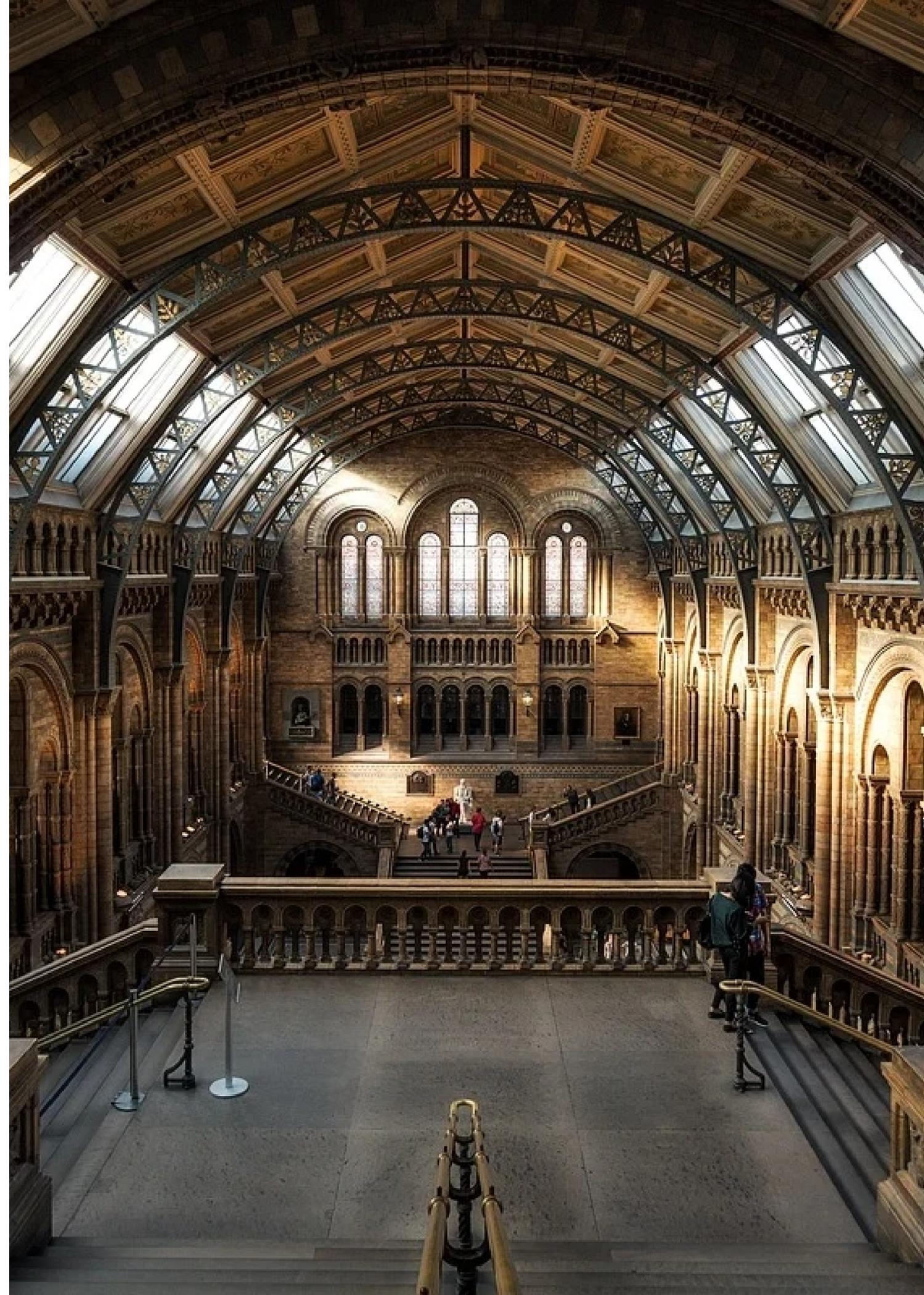
Zeitz Museum of Contemporary Art

National Gallery of Canada

Tate Modern

The Metropolitan Museum Of Art

Mauritshuis



THEME PARKS

A theme park has various attractions, such as rides, games and events for entertainment. They will also have shops, restaurants and other entertainment outlets. Such types of parks can be enjoyed by adults, teenagers and children. Some of the famous theme parks in the world are,

Universal Studios

Gardaland

Disneyland

Pleasure Beach

Alton Towers



A hand holding a smartphone in the center of the frame. The phone's screen shows a sunset over a body of water, with the sun low on the horizon and its reflection on the water. The background of the entire image is a blurred sunset over water, matching the phone's display. Overlaid on the phone and background is green, handwritten-style text.

*11 Must Have
Mobile App Features
for Travel and
Tourism Industry*

Components of Travel Services

Travel agency

A travel agency sells or arranges transportation, accommodations, tours and trips for travelers. Some of the functions of a travel agency are to recommend a particular service that will be suitable for the traveler, provide assistance in procuring travel documents, process travel arrangements and give assistance in case of refunds or cancellations.

Online travel agency (OTA)

An OTA is a travel website that specializes in providing travel services to customers including flights, hotels, car rentals, cruises, activities, and packages. These websites have in-built booking systems that allow users to instantly book.

Some of the popular examples of OTAs are Expedia, Priceline and Orbitz. We have also written a detailed blog about what is an online travel agency and the benefits of partnering with them. If you are planning to create an OTA website, you can take inspiration from these 100+ travel websites.

Tour operators

A tour operator will combine tour products and travel services together to offer packaged holidays to the customers. Usually, a packaged tour will have a combination of air travel, accommodation and entertainment. The tour operator will provide organized activities for customers.

Destination marketing organizations (DMO)

DMO's represent destinations and help to promote a particular destination as an attractive one by creating a long-term travel and tourism strategy.

Through this, they try to strengthen the economic position of that place which in turn will improve the employment opportunity for the people in that region. At ColorWhistle, we can help any type of travel and tourism provider to improve online visibility. All you have to do is, just get in touch with us to learn how we can help.



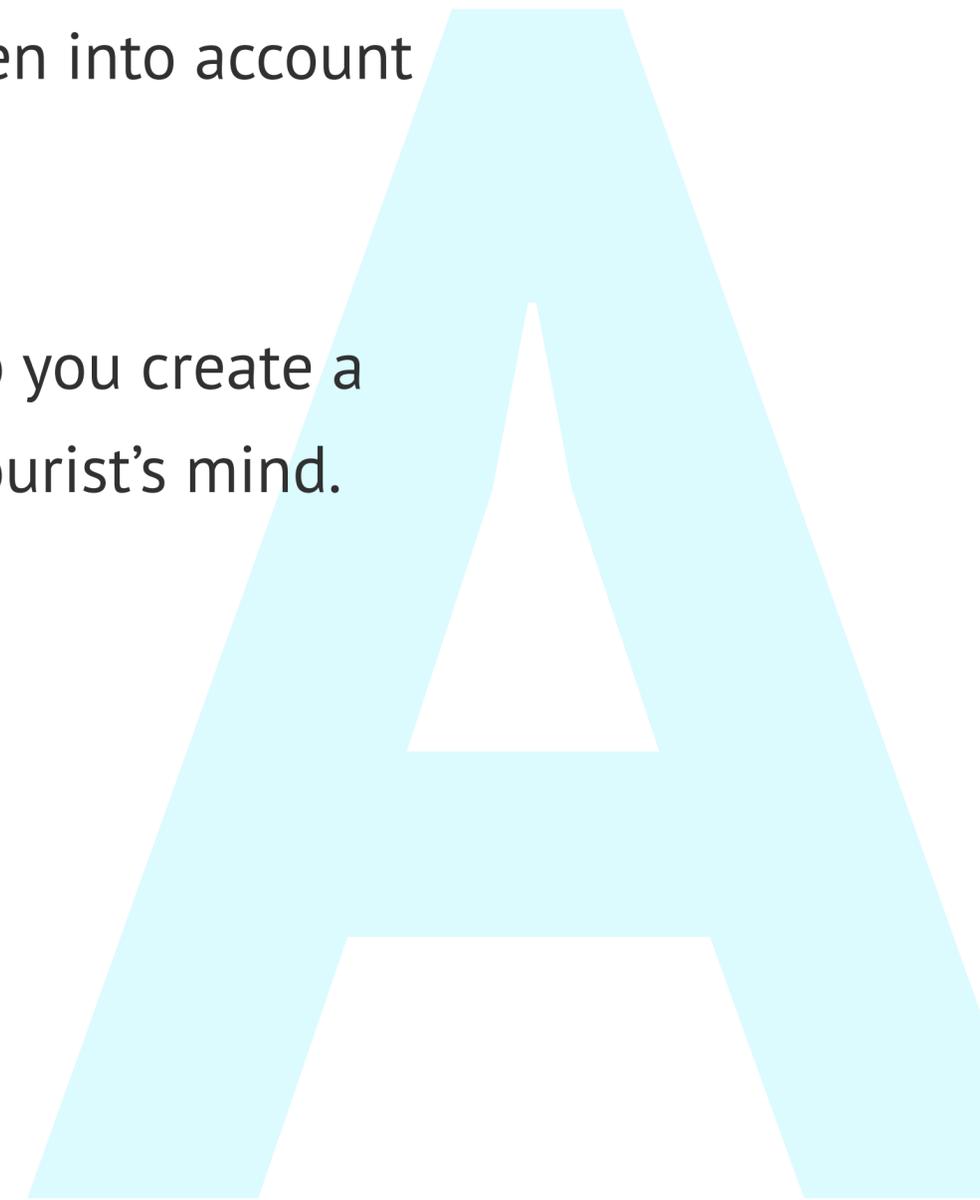
The 5 A's of Tourism?

Are you curious to know about the 5 A's of tourism?

Apart from formulating an effective marketing plan, the components of the 5 A's of tourism have to be taken into account as part of your branding strategy

We have listed the 5 A's of tourism which will help you create a strong and positive image of your agency in the tourist's mind.

Here we go



1. Attraction

Today, people seek attraction in everything – the food they eat, the clothes they wear, etc.

Why attraction is important for the Travel & Tourism industry?

According to Phocuswright, 36% of people rated travel as an important priority for spending their time and money. The NYU states that 68% of tourists pay more attention to attractive places to travel. Today, different groups of people are traveling and exploring a lot around the world.

Though all people travel, their reasons for traveling might differ from person-to-person. Some people travel,

To write novels, epics, short stories. Usually, writers have the habit of traveling to get new ideas

To spend their vacation, this is evident from the study by Travel Agent Central stating that around \$101.1 billion is spent by Americans on summer vacations.

To relax from the depressions caused by the outer world. The Global Commission on Ageing and Transamerica Center for Retirement Studies in partnership with the U.S. Travel Association stated that traveling actually keeps you healthy.

How will travelers know about the services you offer?

According to Facebook, 87% of people get inspired to travel from social media. Therefore, you can post charming images and virtual reality videos on your page and impress your viewers.

Typically, people get closer to things that attract them. Therefore, you can grasp the attention of many people through your attractive travel sites.



2. Activities

Actually, how can you make an ordinary trip an extraordinary one? The answer to this question will be activities. Other than anything else, activities like hiking, biking, trekking actually impress your travelers.

According to Short Term Rentalz 2019, 85% of families said that their priority for travel was outdoor activities.

TripAdvisor's latest analysis stated that snorkeling activities have gone up to 64% since last year and sailing trips have gone up to 55% within the last year.

For instance, if a person goes for a trip to a beach spot, there should be boats, lifejackets, emergency kits, etc so it would be possible for a traveler to actively go for a boat ride.

You can use technologies like augmented reality, virtual reality to design videos on your websites and create awareness about the available travel activities.



3. Accessibility

Accessibility to a place is the most important thing in travel as it helps a person to reach that place of attraction. Some of the most visited areas by tourists are France, Singapore, Rome, Italy, China, Mexico, etc.

Each tourist place in these countries follows various terms and conditions. Some rules would be like,

- In Singapore, if you spit chewing gum in public places, you will have to pay \$1000 as a penalty.

- Traffic rules are strictly followed in Mexico that everyone on the road should know in which direction to move.

- Both men and women are supposed to follow the dress codes while visiting the holy places in Rome.

Another difficulty of a traveler in accessing a place would be transportation. Based on the regions, transport also varies

- The gondola is the mode of transport used in Italy.

- People of France use Trams for moving from one place to another.

- The Turkish countrymen have underground funicular railways as their transport.

It would be more interesting for tourists if they are already familiar with these transport mediums, rules, and regulations.



4. Accommodation

When a traveler goes on a trip, he/she wishes to have a good place to stay with all amenities and luxuries. A place with lots of comforts attracts travelers even more.

The Short Term Rentalz says that 60% of family travelers like to accommodate in hotels, while 21% prefer to resorts.

The Booking website gives an analysis that 73% of travelers yearn to stay in greenish accommodation at least once in their lifetime

In the olden days, travelers used to book the rooms through a travel agent or by contacting the hotel accommodations team.

For instance, what would be the first thing that a traveler who is planning for a trip does? The traveler searches for the availability of rooms in the net along with many queries like – Are there any local affiliations near to the Hotel? What about the food menu provided? Am I entitled to any exclusive amenities inside my room?

At that time, if your website acts as an answer key for the tourist's questions, then you will be able to stand out from your competitors.



5. Amenities

You cannot easily win the heart of your traveler unless you provide the required amenities.

Interesting statistics about amenities of a Traveler,

Sockets – According to PR Newswire Association, 81% of people agree that they take smartphones during travel as their primary accessory. You can provide sockets to charge these electronic devices like tablets, gadgets, laptops.

Personalized lavatories – Cornell University states that 86% of travelers used the available toiletries. Therefore, you can provide amenities like personal-sized shampoos, conditioners, body washes, hand soap, etc.

When travelers get impressed by the facilities you offer during their stay, even for their next trips they will come again to your travel agency. Also, they will start recommending your services to others. Therefore, the amenities you provide will bring greater promotions to your travel business!

According to travel statistics by Google, 57% of travelers feel that travel websites should customize information based on their past bookings and personal preferences.

HubSpot states that 61% of users are unlikely to return to a site if they had trouble loading it on their mobile device and 40% of users are likely to jump ship to a competitor's site if the mobile site of their preferred brand takes a long time to load.



6. Affordability

This is the sixth 'A' but nonetheless very important to attract tourists to the destination. Tourists should be able to afford the trip in terms of transport costs, accommodation charges, entrance fees at attractions and the number of days, which need to be spent on travel and stay; i.e. they should be able to afford the holiday in terms of time and money. Tour operators prepare package tours keeping affordability in mind. These group tours work out cheaper than individuals booking their own tickets and making itineraries for themselves

A successful destination would have a good balance between these six 'A's and ensure that there is something to see and do for people of different ages and backgrounds so that a large number of tourists visit the place.





62 Types of Tourism in The World

Travel and tourism have become an essential part of our life as it refreshes the mind and reduces stress. It is also one of the fastest-growing industry which makes a significant contribution to the world's GDP.

In recent years, the tourist infrastructure has developed to a great extent. So, exploring different parts of the world has become quite easy. According to the World Tourism Organisation, in 2018, international tourists reached 1.4 billion, two years ahead of the forecast.

The diversity of tourism ensures that there is something for everyone to do. In this blog, we have listed the various types of tourism in the world.

Travelers can take advantage of this blog to plan their next adventure, whereas travel agencies and tour operators can use this information to pull out strategies and grow your business.



1. Adventure Tourism

Adventure tourism involves the exploration of remote places where travelers can expect the unexpected. It involves connecting with a new culture or new landscape and at the same time being physically active. Some of the adventure tourism activities involve day hiking, backpacking, zip lining, free fall, rafting, mountain biking, skiing and snowboarding.

2. Accessible Tourism

Accessible tourism ensures people get access to tourist destinations, products and services regardless of physical limitations, disabilities or age. This tourism market was promoted through the research commissioned by the European Commission where the stakeholders provided insights on the complexities involved in accessible tourism. The European





3. Agritourism

Agritourism or agrotourism tourism normally occurs on farms. It gives travelers an opportunity to experience rural life, taste the local genuine food and get familiar with various farming tasks. This type of tourism is also referred to as farm stays in Italy. Some of the types of agritourism are direct market agritourism, experience and education agritourism, and event and recreation agritourism.

4. Alternative Tourism

Alternative tourism, also known as specific interest tourism (SIT) involves travel that encourages interaction with local government, people and communities. Many travelers choose alternative tourism because they love nature and want to preserve it. Some of the approaches by alternative tourism involve ecotourism, adventure tourism, rural tourism, sustainable tourism, solidarity tourism, etc.





5. Atomic Tourism

Atomic tourism has recently emerged where tourists learn about the atomic age by traveling to sites such as museums with atomic weapons, missile silos, vehicles that carried atomic weapons. Some of the top atomic tourist sites in the world are The Trinity Site, Doom Town, The Titan Missile Museum, Hanford B Reactor, Los Alamos, The National Museum of Nuclear Science & History, Enola Gay, Chernobyl and Pripyat, Hiroshima, Bikini Atoll and Malan Military Expo Park.

6. Benefit Tourism

According to Medical Dictionary, "A popular term for a non-British citizen (e.g., from the EU) who comes to the UK to live off social security and other entitlements, including child benefit, child tax credit, state pension credit, jobseeker's allowance, and employment and support allowance." These benefits are only afforded to those who meet the UK's "right-to-reside" test.





7. Birth Tourism

Birth tourism also known as maternity tourism is the practice of traveling to another country for giving birth. The main reason for this practice is to obtain birthright citizenship. Other reasons include access to public schooling, healthcare and sponsorship for the parents. Some of the countries that give citizenship by birthright include United States, Canada, Mexico, Argentina, Brazil, Bolivia, Jamaica, and Uruguay.

8. Boat Sharing

Boatsharing is the act of sharing boats with other people who want to go to the same place. They split the cost of boat, captain or skipper cost. Some of the famous boatsharing associations in the world are Boatide, Sailbox, Bootschaft, Steamboat, Antlos and Boatshare.





9. Booze Cruise

Booze cruise is a brief trip from Britain to France or Belgium with the intention of buying personal supplies such as alcohol or tobacco in bulk. This is legally acceptable and must not be confused with smuggling. In other countries, this term is used for an outing on a ship or boat which involves a significant amount of drinking.

10. Business Tourism

Business tourism involves traveling to a destination away from home or a normal workplace. It is a type of travel for professional purposes rather than personal. Some types of business tourism are incentive travel, exhibitions & trade fairs, conferences & meetings, and corporate events.





11. Birdwatching

Birdwatching is observing birds in their natural habitat. These birds are observed with the naked eye or visual enhancement devices such as binoculars, telescopes and listening devices. The world's top birdwatching destinations are South Georgia Island; Cape May, New Jersey; Patanlal, Brazil; Broome, Western Australia; New Guinea Highlands; Nagaland, India; Kakum National Park, Ghana; Mindo, Ecuador; Hula Valley, Israel; and Kruger National Park; South Africa.

12. Camping

Camping is a famous outdoor activity that involves an overnight stay in a tent or recreational vehicle. It is considered as an inexpensive accommodation option. A minimum of one night is spent, distinguishing it from day-tripping, picnics, and other short-term recreational activities. There is also one more luxurious type of camping called Glamping. Some of the famous camping types are tent camping, backpacking/hiking, survivalist camping, canoe camping, RV and van camping.





13. Culinary Tourism

Culinary tourism or food tourism is for food enthusiasts who love to explore new food destinations. This is a welcome change from the standard travel itinerary as the trip involves the opportunity to learn new cooking techniques or attend a food tasting. Some of the top culinary tourism destinations in the world are Italy, Spain, Dubai, Thailand, India, Tokyo, Bangkok, Japan, Peru, Ethiopia and New Orleans.

14. Cultural Tourism

Cultural tourism is where travelers engage with a country or religion's culture, especially the lifestyle and other elements that shaped the life of the people. Tourists get immersed with related activities such as rituals and festivals. Some of the popular cultural tourism destinations in the world are Madagascar; Lombok, Indonesia; Latvia; Haida Gwaii, British Columbia; Northern Sri Lanka; Chiang Mai, Thailand; Aristi, Greece; Western Cape, South Africa and Tamil Nadu, India.



15. Dental Tourism

Dental tourism or dental vacation involves people seeking dental care out of their local healthcare system. It may also be accompanied by a vacation. In developed countries like USA and Canada, dental care is expensive. So, dental tourists travel for low-cost dental care. Some of the famous dental tourism destinations include Mexico, Thailand, Panama, Philippines, Spain, Hungary, Romania and India.

16. Disaster Tourism

Disaster tourism or dark/black/grief tourism involves visiting environmental disaster places that are either natural or man-made. People are attracted to this type of tourism because of its social, academic or cultural essence. Some of the most famous disaster tourism spots in the world are Hurricane Katrina, Pompeii, Exxon Valdez Oil Spill, Naval Air Engineering Station Lakehurst, Nevada National Security Site, Johnstown Flood National Memorial and 9/11 Memorial.





17. Domestic Tourism

Domestic tourism involves residents of a country traveling within the same country. For example, if you are living in Manhattan and travel to Texas, it is called domestic tourism.

18. Recreational Drug Tourism

Recreational drug tourism is a type of travel for the purpose of using recreational drugs that are unavailable, illegal or expensive. These types of tourists may cross a national border to obtain a drug that is not sold in their country. Some of the popular destinations where recreational drug tourism is thriving are Peru, Morocco, Colombia, Colorado, Netherlands, Bolivia and Laos.





19. Enotourism

Enotourism, oenotourism, wine tourism, or vinitourism involves tasting, consumption or purchase of wine. These tourists visit wineries, taste wine, go on vineyard walks or even take part in the harvest. Some of the world's top destinations for wine tastings are France, Portugal, Greece, Italy, Argentina, Australia, South Africa, Spain, New Zealand, Moldova and Chile.

20. Escorted Tour

An escorted tour is a type of tourism where travelers are guided in groups. Usually, it is a walking tour where a guide takes the group to historical or cultural sites. Under escorted tours, the guide or agency will take care of all the planning. Travelers can sit relax and enjoy the trip knowing that they are doing the best of everything.





21. Experiential Travel

Experiential travel or immersion travel is a tourism type where travelers experience a country by enthusiastically engaging with its history, people, culture and food. Some of the famous experiential travel trips are exploring Cuban culture, tag sharks in the Exumas, crossing the Antarctic Circle, catapult at 3Gs in Nevis Vally, safari in Tanzania, visiting Nomadic Herders and Reindeer, trek to the Tiger's Nest and swimming with whale sharks in Mexico.

22. Experimental Travel

Experimental Tourism is an approach where travelers don't visit the places of ordinary attraction. This type of tourism involves humor, serendipity, and chance. Some of the experimental travel types include flying by night, slow-return travel, alphabet travel, twelve travel, blind travel, find your other half travel and Vacilando.





23. Extreme Tourism

Extreme tourism or shock tourism involves traveling to dangerous places such as mountains, jungles, deserts, caves, canyons etc. The main attraction is the adrenaline rush caused by the risk. Some extreme tourist attractions in the world are cage of death in Australia, cliff jumping in Norway, Iguazu boat ride in Brazil, CN tower edge walking in Toronto, volcano bungee in Chile, zorbing in New Zealand, and El Caminito Del Rey Trekking in Spain.

24. Ecotourism

Ecotourism involves visiting undisturbed natural areas. It promotes conserving the environment and improving the well-being of local people. Some of the best ecotourism destinations in the world are Alaska, The Amazon, Antarctica, Australian Blue Mountains, Borneo, Botswana, Costa Rica, Dominica, Galapagos Islands and Himalayas.





25. Fashion Tourism

Fashion tourism involves visiting a particular place to enjoy, experiment, discover, study, trade and buy fashion. It evolved out of creative tourism, cultural tourism and shopping tourism sectors. The top fashion destinations in the world are New York, Paris, Barcelona, London, Rome, Milan, Hong Kong, Los Angeles, Berlin and Toronto.

26. Garden Tourism

Garden tourism is a niche tourism which involves traveling to botanical gardens and places that has a rich history of gardening. Famous gardens which attracts tourists around the world are Sissinghurst Castle Garden, Stourhead, Versailles, Giverny, Villandry, Rivau, Keukenhof, Villa d'Este, Villa Lante, Alhambra, Longwood Gardens, Filoli, Taj Mahal and Ryōan-ji.





27. Genealogy Tourism

Genealogy tourism or roots tourism involves tourists who travel to their ancestral place to reconnect with their past or to walk in the footsteps of their forefathers. It is a worldwide industry and prominent in countries that have experienced mass immigration.

28. Geotourism

According to National Geographic, Geotourism sustains or enhances the distinctive geographical character of a place—its environment, heritage, aesthetics, culture, and the well-being of its residents. Top geotourism destinations in the world are Tennessee River Valley, Sierra Nevada. Scenic, Wild Delaware River, Heart of the Continent, Crown of the Continent, Lakes to Locks Passage, Sedona Verde Valley, Four Corners and Bahamas.





29. Halal Tourism

Halal tourism is geared towards Muslim families who follow the rules of Islam. The accommodation service providers in such destinations do not serve alcohol and have a separate swimming pool and spa facilities for men and women. Famous Halal tourism destinations in the world are Malaysia, UAE, Turkey, Indonesia, Saudi Arabia, Morocco, Jordan and Qatar.

30. Honeymoon Tourism

Honeymoon tourism is taken soon after a couple is married. Generally, newlyweds spend more on this than any other type of tourism. Popular honeymoon destinations in the world are Cappadocia, Turkey; Harbour Island, Bahamas; Harbour Island, Bahamas; Livingstone, Zambia; Pacuare River, Costa Rica; Sintra, Portugal; Sintra, Portugal; Railay, Thailand; and Torres del Paine, Chile.





31. Industrial Tourism

Industrial tourism are visits to industrial sites of a particular location. This concept has taken a renewed interest in recent times and attracts tourists to visit industrial heritage and modern sites. Some of the popular industrial tourism destinations in the world are Kawasaki, Japan; Saint-Nazaire, France; Belle Isle, United States; Bataan, Philippines; and Munich, Germany.

32. International Tourism

The World Tourism Organization (WTO) defines tourism as 'traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes'. This tourism has increased due to the impact of greater globalization. Some of the popular international tourism destinations are France, Spain, United States, China, Italy, Mexico, Germany, Thailand and United Kingdom.



33. International Volunteering

International volunteering also known as voluntourism is where people work for an organization or cause outside their home country. According to recent trends, this type of tourism has become popular in many countries. Famous international tourism destinations in the world are Thailand, Cambodia, India, Peru, Philippines, Sri Lanka, Nepal, Tanzania, Morocco and Ghana.



34. Jungle Tourism

Jungle tourism is a subcategory of adventure tourism which is nothing but traveling to the jungle regions of the earth. The top jungle tourism destinations in the world are The Jungles of Kipling, The Jungles of Borneo, The Brazilian Amazon, Sinharaja Forest Reserve, Tarzan's Africa, The Wild Jungles of Papua New Guinea, Christmas Island's Crazy Wildlife, Ancient Waipoua Forest, Peru Cloud Forest and Monteverde Cloud Forest.





35. Justice Tourism

Justice tourism or solidarity tourism aims to create economic opportunities for local communities, positive cultural exchange and political/historical education. This may overlap with revolutionary tourism. It is particularly promoted in Bosnia and Palestine.

36. LGBT Tourism

LGBT tourism is a form of niche tourism marketed to gay, lesbian, bisexual and transgender people. These tourists usually open about their sexual orientation or gender identity, travel to LGBT friendly destinations and travel with other LGBT people irrespective of destination. The top LGBT tourism destinations are Montreal, Brno, Myanmar, New York, New York, Thailand, Chicago, Sitges, Tel Aviv, Puerto Rico, Taipei, Barcelona, Rio de Janeiro and Saba.





37. Libel Tourism

According to Dictionary.com, the act of suing a writer for alleged defamation in a foreign jurisdiction where there are weak libel laws. England, Singapore, New Zealand, Kyrgyzstan and Australia are popular libel tourism destinations.

38. Literary Tourism

Literary tourism deals with tourists visiting birthplaces, burial sites, museums and other sites associated with authors or literary creations. Some scholars refer to this as a contemporary type of secular pilgrimage. Popular literary tourism destinations are London, Stratford-upon-Avon, Edinburgh, Dublin, New York, Concord, Paris, San Francisco, Rome and St Petersburg, Russia.





39. Militarism Heritage Tourism

Militarism heritage tourism is a type of tourism where people visit former military sites. Some of the famous militarism heritage tourism locations are World War (I, II), Pacific Wars, Holocaust remembrance, American Revolution and more.

40. Motorcycle Touring

Motorcycle touring involves a motorcycle. Tourists either buy or rent bikes that are equipped for long travel and luggage carrying capacity. Some of the popular motorcycle riding spots in the world are Leh & Ladakh, Ceuta to Marrakesh loop, Pyrenees Loop, Cape Town Circuit, Dales and Moors, Istanbul to Anatolia, Chasing Che, Tibet to Everest and Australia's Great Ocean Road.





41. Music Tourism

Music tourism involves visiting a city or town to see musical festival or music performance. In recent years, music tourism has transformed into a massive global phenomenon. Popular destinations for music tourism are Liverpool, Havana, Pune, Trinidad and Tobago, Tokyo, Vienna, Asheville, Essaouira and Berlin.

42. Medical Tourism

Medical tourism refers to people traveling to another country to get medical treatment. People from developed countries travel to developing countries to get low-priced medical treatment. Popular medical tourism destinations in the world are India, Malaysia, Brazil, Thailand, Mexico, Costa Rica, Taiwan, South Korea and Singapore.





43. Nautical Tourism

Nautical tourism combines sailing and boating with vacation activities. It also encompasses marine tourism activities such as sailing, yachting, cruising and diving, coastal water sports, boat shows and more. Some of the world's top nautical tourism destinations are Croatia, Netherlands, Australia, South America and the United States.

44. Political Tourism

Political tourism refers to journeys taken with political intent. Such trips involve traveling to the areas of conflict to study the circumstances, understand the situations of both sides and develop knowledge about local history. Some of the popular political tourism destinations are Israel, Palestine and Africa.





45. Religious Tourism

Religious tourism, also known as faith tourism refers to traveling individually or in groups to holy sites. These sites are also visited by non-religious tourists who want to know the cultural, historical and religious significance. Famous religious tourism destinations in the world are Shwedagon Pagoda, Basilica of San Vitale, MECCA, Harmandir Sahib, Temple of Heaven, Bahá'í Gardens, The Vatican, Wat Rong Khun, Saint Basil's Cathedral, Paro Taktsang, Spanish

46. River Cruise

River cruise is a voyage along inland waterways which has several port stops along the way. Typically, travel time lasts longer than a week. Some of the world's popular river cruise are River Nile cruise, Amazon river cruise, Yangtze river cruise, Danube river cruise, Mekong river cruise, Rhine river cruise, Volga river Cruise, Kerala backwaters cruise, Mississippi river cruise and Douro cruise.





47. Romance Tours

Romance tours are organized by tour operators where men go to countries to meet women for either romance or marriage. These types of tour first took place in Russia and the CIA, but recently moved to other parts of the world such as South America and Asia.

48. Rural Tourism

Rural tourism occurs in rural environments and involves rural experience. Tourists visit these places to understand the lifestyle of these people. Some of the popular rural tourism destinations are Pielachtal, Dirndl, Durbuy, Sveti Martin na Muri, Troodos, Florina, Örség, Clonakilty District, Specchia, Kuldiga, Theerthamalai and Nadur





49. Safari Holidays

Safari holidays involve watching wild animals in their natural habitat to observe and photograph wildlife. It generates the most number of revenues in several African countries. Popular safari destinations in the world are Victoria Falls, Serengeti National Park, Kruger National Park, Masai Mara National Reserve, Ngorongoro Crater, Addor Elephant National Park, Tarangire National Park, Amboseli National Park, Sabi Sands Game Reserve and Chobe National Park.

49. Science Tourism

Science tourism is visiting and exploring scientific landmarks such as museums, laboratories, observatories and universities. It also includes viewing scientific events such as solar eclipse. Top scientific tourism destinations in the world are The Long Now 10,000 Year Clock, Nevada's Solar System in Black Rock, Hobby-Eberly Telescope, Large Hadron Collider, Tesla's laboratories, Blood Falls, Antarctica's Dry Valleys and SpaceX Research Facility.





50. Self-Guided Tour

Self-guided tour or self-governing tour or solo trips is a type of tour where the traveler is responsible for getting from point A to point B on their own. They travel based on information such as maps, instructions and suggestions provided by tourist attractions. Some of the popular types of self-guided tours are walking tours, cycling tours and cross-country skiing.

51. Set-Jetting

Set-jetting is the latest trend that involves traveling to destinations that are seen in movies. Visiting stately homes like in the Jane Austin movies, touring London in high-speed boats like James Bond are good examples. Top set-jetting destinations in the world are Breaking Bad (New Mexico), Harry Potter (England) and The Wire (USA). there is also one more type of tourism called Tolkien tourism where fans of the Lord Of The Rings universe travel to the sites of the film, especially in New Zealand.





52. Slum Tourism

Slum tourism or ghetto tourism involves visiting impoverished areas. The purpose of this tourism is to provide tourists a chance to see the 'non-touristy' areas of a country. Some of the top slum tourism destinations in the world are South Africa, India, Brazil, Poland, Kenya, Philippines and others.

53. Space Tourism

Space tourism involves traveling into space for recreational purposes. Even though this sounds futuristic, it has already established history. A Russian Space Agency has already facilitated successful orbital space tourism. The different types of space tourism are orbital, suborbital and lunar.





54. Sports Tourism

Sports tourism involves either observing or participating in a sporting event. It is one of the fastest-growing sectors and equates to \$7.68 billion. Sports tourism is also classified into sports event tourism, celebrity and nostalgia sport tourism and active sport tourism. Normally, tourists are attracted to events such as the Olympic Games, the FIFA World Cup, F1 Grand Prix, World Tennis Championship, BWF World Championships and Cricket World Cup.

55. Stag Party Tourism

Stag party tourism is participating in a bachelor party which is usually held in another country. Some of the famous stag party tourism destinations are Central Europe and the Baltics, Amsterdam, UK and Spain.





56. Sustainable Tourism

Sustainable tourism or responsible tourism involves traveling to a place in order to make a positive impact on the environment, society and economy. It benefits everyone involved and not just one half of the equation. The top sustainable tourism destinations in the world are the Republic of Guyana, Ljubljana, Slovenia, Portugal, Chumbe Island in Tanzania, Bardia National Park and Ecuador's Galapagos National Park.

57. Three-Dimensional Virtual Tourism

3DVT or 3D virtual tourism allows travellers to explore a place without physically travelling via a smartphone or computer. Such type of tours are created with 3D models and 2D panoramic images, a sequence of hyperlinked still or video images, and image-based models of the real world along with sound effects and text.





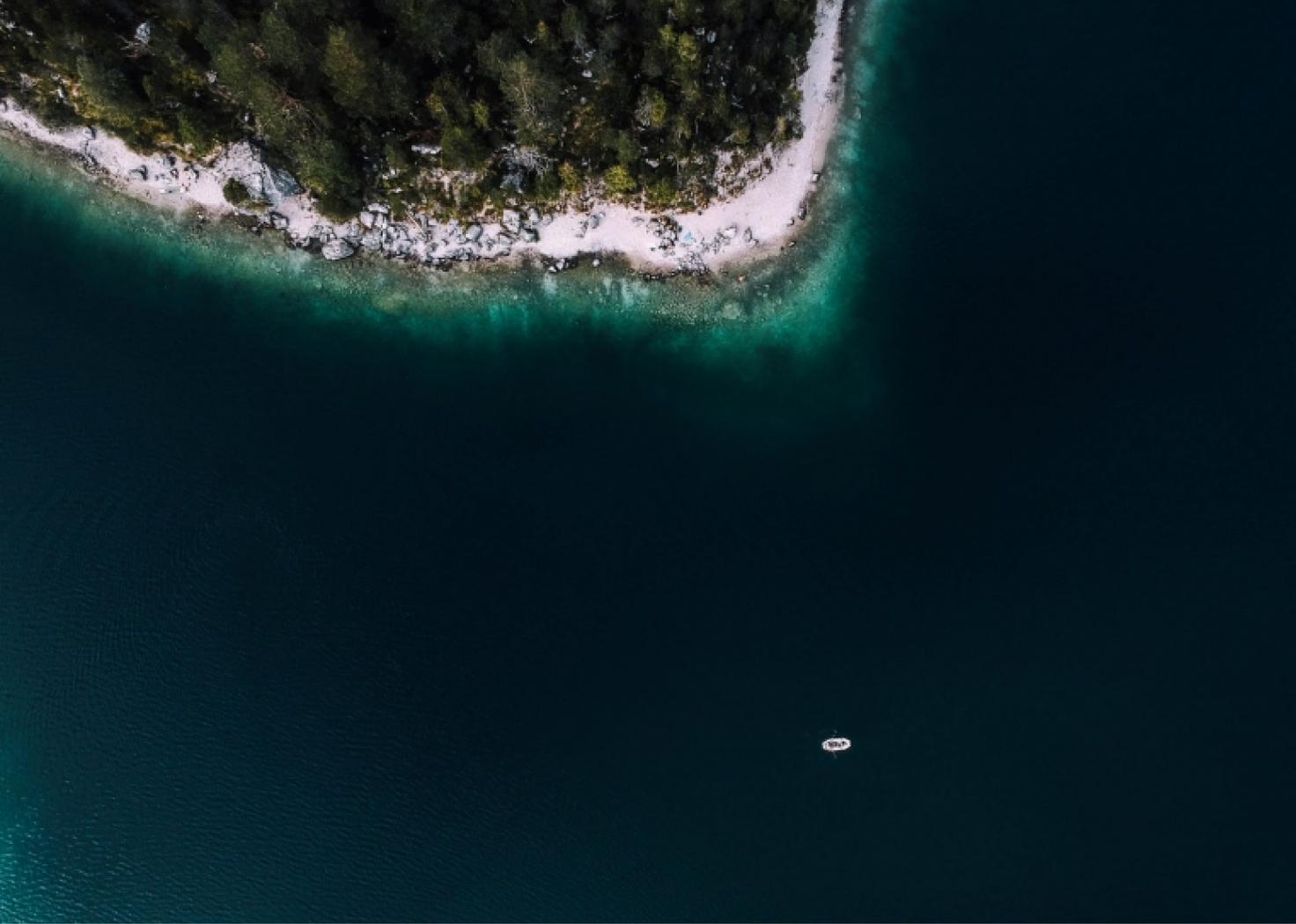
58. Tombstone Tourist

Tombstone tourist is an individual who enjoys history of famous deaths, cemeteries, epitaphs and gravestone rubbing. Such type of tourists are particularly interested in the historical aspect of such places.

59. War Tourism

War tourism involves travelling to war zones for sightseeing or historical study. Such types of tourists get the thrill in travelling to dangerous and forbidden places. Some of the top war tourism destinations in the world are Baghdad, Iraq; Damascus, Syria; Mogadishu, Somalia; Gaza, Palestine, Kashmir, India; Jonglei and Upper Nile, South Sudan; Tripoli, Libya; Central African Republic; Kabul, Afghanistan; and Yemen.





60. Water Tourism

Water tourism or nautical tourism combines sailing and boating with vacation & holiday. When people plan to travel on a vacation, many have a strong desire to head to the water. Some of the popular water tourism destinations in the world are Rome, The Grand Canyon, Indonesia, New York, Costa Rica, Cambodia, Peru, Mumbai, Turkey, Australia. and Netherlands.

61. Wellness Tourism

Wellness tourism involves travelling to promote health via physical, psychological, or spiritual activities. This should not be confused with medical tourism because wellness tourists travel to maintain their health. The top wellness tourism destinations in the world are India, Spain, Singapore, Malaysia, California, Bali, Italy and Hawaii.





62. Whale Watching

Whale watching involves observing whales and dolphins in their natural habitat. Tourists visit such places for scientific and educational purposes. The top whale watching places in the world are Seattle, USA; Kaikoura, New Zealand; Maui, Hawaii; Hermanus, South Africa; Big Sur, California; Galle, Sri Lanka; Husavik, Iceland; Los Cabos, Mexico; Quebec, Canada; and The Azores, Portugal.



Industries Related to Travel and Tourism

Depending on the nature of travel, tourists are in need of certain facilities and services. Thus travel and tourism represent a broad range of related industries.

They are,

————— Hotel and lodging services

————— Tour operators

————— Food and beverage industry

————— Travel agencies

————— Transportation

————— Industry dealing with real estate, finance,
leasing and insurance

————— Cultural industries



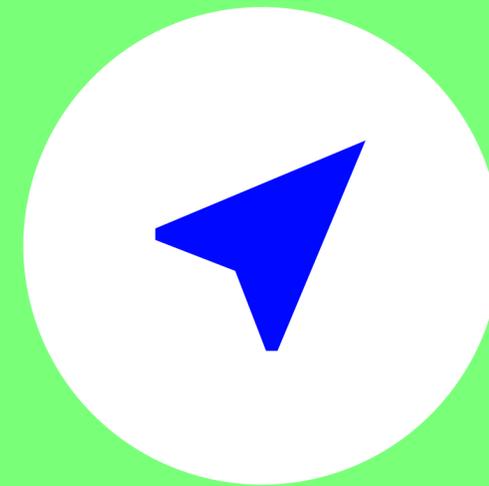
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