

Tourism

Tourism is the world's fastest growing industry, in last 15 yrs. It has increased by 70%
It is service industry, associated with pleasure but can also include:

- o business (trips)
- o education (excursions)
- o health (spa)
- o religion (pilgrim places)

Leisure vs. recreation

These 2 terms are often confused with tourism.

- **Leisure** = free time
- **Recreation** = activity (experience) set within leisure time

Forms of tourism

Many forms of tourism are classified by typical features of spending time in the destination

a/ Seaside tourism

- recreation by the sea, water sports (swimming, sailing, surfing, windsurfing)

Costa Brava (ESP), Cote d'Azur (F), Rimini (I), Istria (HR), Dalmacia (HR), Greece, Bulgaria
Copa Cabana (Rio de Janeiro - BRA)

b/ Mountain tourism

- mountain hiking, trekking, mountaineering, climbing, biking

Slovak Karst, Strážovské Vrchy – hiking, Malá Fatra – trekking, High Tatras – mountaineering

c/ Sport tourism

- winter sports – skiing, snowboarding, cross-country skiing
- summer sports, extreme sports (rafting, paragliding, sky diving, etc.)
- sport events (World championships, Olympic games)

Ski resorts – Grenoble, Chamonix, Val d'Isere (F), Cortina d'Ampezzo, Valgardena (I), St. Moritz, Davos (CH), Innsbruck, Kitzbühel (A), Jasná, Štrbské pleso (SVK), Vail (USA)

d/ Cultural tourism

- historical sites, buildings and monuments
- places of historical events, e.g. battles (Waterloo - B), catastrophes (Pompeii - I)

Stonehenge (UK), Acropolis (GR), Pyramids in Giza (Egypt), Colosseum in Rome (I), Versailles (F), Louvre in Paris (F), Tower, Big Ben in London (UK), Sagrada Familia in Barcelona (ESP), Alhambra in Granada (ESP), Charles Bridge in Prague (CZ), Kremlin in Moscow, Hermitage in Sankt Peterburg (RUS), Bundestag in Berlin (GER), Wavel in Krakow (PL), Dracula's Castle in Brasov (ROM), Hagia Sofia in Istanbul (Turkey)

Great Wall of China, Taj Mahal (India), Angkor Vat (Cambodia), Petra (Jordan), Opera House in Sydney (AUS), Jerusalem (Israel), Machu Picchu (Peru), Mayan Pyramids in Mexico, Statue of Liberty in NYC (USA)

e/ Health tourism

· spas, fitness, relaxation, wellness

a/ climatic spas – High Tatras (Vyšné HÁgy)

b/ thermal spas – Piešťany, Trenčianske, Rajecké, Turčianske Teplice, Bardejovské Kúpele, Dudince, Baden-Baden, Wiesbaden (GER), Vichy (F), Karlovy Vary, Mariánske, Františkovy Lázně (CZ)

salt mine – Wieliczka (PL)

f/ Religious tourism (pilgrim places)

Christianity – Lourdes (F), Fatima (P), Santiago de Compostela (ESP), Czestochowa (PL), Levoča, Šaštín-Stráže (SVK),

Islam – Mecca, Medina (Saudi Arabia)

g/ Rural tourism

· *ecotourism* = besides relaxation people work in farms, rearing animals, participating in farming processes, i.e. dairying, processing of vines, horse riding, taking care of horses, etc.

g/ Event tourism

· music, theatre

Carnival in Venice (I) and Rio de Janeiro (BRA), Bull running in Pamplona (ESP), Edinburgh Festival – theatre festival (UK), Cannes film festival (F), Statomestské slávnosti (ZA), Pohoda (SVK)

h/Gastronomic tourism

· beer festivals, trying wines and meals of regions abroad

Oktoberfest – beer festival in Munich (GER), Tokaj region (SVK-HUN), Champagne, Cognac (F), Porto wine (P), Tomatina – tomato battle (ESP), Kačacie hody (SVK)

i/ Shopping tourism

· to go for shopping abroad due to lower prices of goods, e.g. from SK to PL, CZ

j/ Business tourism

· international/national/regional/local conferences, seminars, business trips, etc.