

## Chapter 3: International destinations of Tourism

### How to Decide the Destination?

When people travel for a specific purpose, the choice is limited to destinations which can satisfy the specific urge in mind. For example, an adventure sports enthusiast may like to go for river rafting and he would limit his search to places where there are such facilities. However, when people go out for relaxation and pleasure, there is unlimited choice. Therefore, this discussion centres around choosing a destination for leisure and relaxation.

Several Factors are important in arriving at a decision regarding the destination. They are mainly as follows

Recommendations from friends or relatives; World Renowned Destinations, Information from the Internet; Cheap deals or special offers; Nearby destinations; Recommendations from Tour Operators; Articles in Newspapers or magazines ; Popular movies shot at a location; Appealing Advertisements; TV coverage; Cost; Pace of Travel; Length of the trip and Health Concerns

### Some Top International Tourist Destinations

There are endless places to visit on this earth and their list would be very huge. However, some important destinations would include the seven wonders of the world, namely, The Great wall of China, Petra, Jordan; The Taj Mahal, India; Chichen Itza, Mexico; Colosseum of Rome, Italy; Statue of Christ the Redeemer, Brazil and Machu Picchu, Peru. In addition, various international destinations can include Angkor Wat, Cambodia; Victoria fall, Zimbabwe; Bora Bora, ploynesia; Terracotta Warriors, China; Pyramids of Giza, Egypt; Galapagos Islands; Canals of Venice; Kashmir Valley, India; the Golden Temple, Amritsar; Meenakshi Temple Madurai; St. Basil's Cathedral, Russia; Leaning Tower of Pisa, Italy; Petronas Towers Malaysia, the New York Skyline; Eiffel Tower, Paris; the Sydney Opera House; Great Barrier Reef, Australia, the Niagara Falls USA and so on.

### Some Important Cities in the World for Tourists

US News pulled together a list of popular destinations across the world and has given brief descriptions about each place. Some of them are as follows

**PARIS:** Year after year, the magnetic City of Lights draws travellers to its Eiffel Tower, Louvre and Notre Dame. But what keeps travellers enchanted is Paris' alluring cafes, vibrant markets and trendy shopping

**London:** London is a world unto itself. With eclectic neighbourhoods and a mix of historical landmarks and modern-day attractions, the city can keep you occupied for days (if not years). That said, you should visit the Tower of London and the British Museum. If you have extra time, explore Portobello Road and Borough Market.

**New York:** New York City hosts infinite urban adventures. Wander through Central Park or tour the exhibits at the Met. Afterward, catch a Broadway show or peruse SoHo's stylish boutiques. And at night, sit down at a trendy restaurant or admire Manhattan's glittering skyscrapers from the top of the Empire State Building.

**Sydney:** This world-class metropolis offers more than just a dizzying array of landmarks (e.g., the opera house and the Sydney Harbour Bridge). Sydney features a host of beaches (Coogee and Bondi, for starters) that draw locals and tourists alike. Also, in its rivalry with Melbourne, Sydney wins the weather battle with its warm, sunny climate.

**Washington DC:** One of the most-visited cities in the U.S., our nation's capital houses a trove of postcard-worthy monuments. The White House and the Lincoln Memorial are here, as well as a variety of walkable neighbourhoods. Plus, budget-minded travellers can take advantage of free attractions, like the Smithsonian museums.

**Los Angeles:** The City of Angels needs no introduction. Take your pick from star-gazing along Sunset Boulevard, strolling the Hollywood Walk of Fame and perusing the upscale stores lining Rodeo Drive. Or, if you came to take advantage of L.A.'s year-round sunshine, head to Santa Monica Pier and Beach.

**Beijing:** With world-class attractions — like the Forbidden City and Tiananmen Square — that showcase China's past and present, Beijing beckons to history buffs, culture hounds and urbanites alike. Plus, the jaw-dropping Great Wall of China stands just north of the city, making Beijing a world-traveller must.

**Bora Bora:** It's hard not to find yourself enchanted by this dreamy, six-mile stretch of paradise: Lush jungles extend into sky high volcanoes and shimmering sands stretch into upscale resorts. Carve out some time for hiking Mount Otemanu, observing aquatic life at the Bora Bora Lagoonarium or simply relaxing on the beach.

#### **Factors for Finalising a destination:**

**Length of a Tour:** Duration of a tour depends on the spare time available for every participant in the tour. The budget for the tour also limits the days to stay at an outside location.

**Cost:** For many travellers, cost is the most important aspect of the trip. Distant locations are more expensive, of course, due to higher transportation costs. Tourists have to set a budget for hotel costs, meals and extra expenses.

**Looking For Cheap Deals:** In order to attract tourists, a number of tour operators offer discounts and concessions to tourists. Some of them include: Cheaper air/rail/bus/boat tickets, Group concessions, Discounts at hotels, Rebates in entry fees or rides/games at various destinations, Lesser prices for food and beverages and Frequent traveller offers.

**Nearby destinations:** Most of the population in the world is occupied with work almost throughout the year. It is difficult to find extended periods of rest and hence, many people look for nearby destinations for travel.

**Recommendations from Tour Operators:** Tour Operators depending on their organisational and financial reach design various tour programmes and try to promote them through publicity in newspapers, TV/Radio programmes and their own brochures.

**Articles in Newspapers or Magazines:** Reports in newspapers and magazines about various international touristic sites and monuments are read with great interest by prospective tourists. A number of professional and casual travel writers describe the prominent features and minute

details of different sites. These reports have a definite impact on people who want to go on a holiday in the near future.

**Popular Movies Shot at a location::** Pop-culture tourism is the act of travelling to locations featured in literature, film, music, or any other form of popular entertainment. Also referred to as a "Location Vacation".

In India too, various locations have become tourist attractions due to shooting of different films. Dal lake in Kashmir, the Udaipur Palace, Beaches in Goa and Kerala, Ramoji Film City, the cities of Shimla and Ooty are some of the famous venues for shooting of Hindi and regional films.

**Appealing Advertisements::** International Tourism Advertising is tourism-related marketing on the part of a private or public entity directed towards audiences abroad, and might target potential travellers and non-travellers alike.

**TV Coverage::** A TV travel show is a television program in which a host visits travel destinations, demonstrating local cuisine, lodging, or attractions. For example, the TLC channel shown on Indian TV.

**Pace of Travel:** Independent travellers can set their own pace, but tours may move too quickly or slowly depending on the group. Adding a day or two to the trip can help to accommodate unexpected situations.

**Health Concerns::** Chronic health conditions and disability issues aren't roadblocks to international travel destinations, but they do require advance planning. If some tourists use a wheelchair or scooter, for example, one needs to inform airlines, bus operators and hotels involved in the tour programme in advance.

**Ranking of International Tourist Arrivals :** In terms of number of tourist arrivals, the worldwide ranking is as follows: France, USA, China, Spain, Italy, Turkey, UK, Germany, Malaysia and Mexico.

