THE FRAMEWORK OF TOURISM
Towards a Definition of Tourism, Tourist, and the Tourist Industry

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ABSTRACT

Leiper, Neil, "The Framework of Tourism: Towards a Definition of Tourism, Tourist, and the Tourist Industry," *Annals of Tourism Research*, 1979, VI(4):390-407. A framework for the general study of tourism is discussed. Three approaches to the topic: economic, technical, and holistic are identified and analysed; it is argued that its multi facets require a holistic definition. A systems methodology is used to develop a new definition of tourism. Five elements are isolated: tourists, three geographical elements (generating region, transit route, and destination region), and a tourist industry. The process of tourism is dissected to show that it is inherently a partially-industrialized one, and the tourist industry is shown to contain several sectors with functional and spatial connections across the system. Suggested applications of the framework are proposed, in academic research, education, business and government arenas of tourism. The main theme is that tourism’s many facets are connected and that it is both possible and desirable to include an explicit recognition of those connections in general studies of the subject. Keywords: definition, tourism, tourist, tourist industry, tourism resources.

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RESUME


PERSPECTIVES ON A FRAMEWORK

Tourism, according to the dictionary, is "the theory and practice of touring, travelling for pleasure" (O.E.D.). The word emerged late in the era of the grand tour, that custom of the English wealthy classes whereby young men were despatched on extensive circuits of continental Europe to finish their education. Its roots include the Greek term for a tool used to describe a circle, reflected in the essential feature of tourism, returning to the point of departure.

Some firms, industrial and governmental organizations and academics with interests in tourism have tried to formulate definitions which are more precise and useful than that of the dictionary. It can be argued that a definition suitable for general tourism scholarship has not yet emerged. Most firms in the business of serving tourists have until recently concentrated on one part of that business and many have viewed tourists as one segment of a broader market. Both factors meant that a precise definition was irrelevant. The emergence of vertically-integrated conglomerates, corporations with interests in multiple facets of tourism, is changing that situation.

Governments, or rather their tourism organizations, were forced to recognize a broad view of tourism before the emergence of the conglomerates. Governmental preoccupation has been in nurturing the business sector for the economic benefits it can bring, especially since the World Conference on Travel and Tourism in Rome in 1963. International organizations, including the United Nations, have encouraged the growth of tourism and governmental involvement for another reason, its capacity for contributing to world peace and understanding. Governments have also been forced to recognize that tourism has environmental costs---physical, social and cultural---which require monitoring, and some governments in the developed world have recognized that tourism offers a special medium of recreational activity. The diversity and complexity of governmental roles have to date inhibited the emergence of a general definition of tourism in that arena.
The study of tourism as a focal subject has sometimes been treated with derision in academic circles, perhaps because of its novelty, perhaps because of its superficial fragmentation, perhaps because it cuts across established disciplines. There is however a growing interest in the subject, with some universities and colleges starting research and educational programmes. But academics, like business firms, have specialised in particular parts or perspectives of the broad field. As Roy Buck has remarked, “tourism scholarship to date is organized in two relatively isolated camps. There is the business enterprise and economic development camp, largely devoted to charting growth and business profits. And there is the impact and externalities camp, whose work more often than not documents the spillover consequences of tourism enterprises in host nations or communities” (Buck 1978:110). Accordingly few academics have devoted much effort to the specific issue of definition.

The gradual maturation of the tourist industry (partly exemplified by the appearance of more conglomerates), the expanding roles of governments, and the growing awareness in academic circles of tourism’s scope and implications have all added to the need (and content) for specialised studies.

The present study reviews previous attempts to define tourism and from these it develops a new definitional framework, applicable to general studies of the subject. It seeks to bridge the gap between the two academic camps referred to by Buck. As he has noted, “the time is ripe for laying theoretical grounding for a synthesis of the two emphases” (Buck 1978:110). Within these two academic fields, and among firms and governmental organizations, three approaches to a definition can be identified. These approaches can be termed “economic,” “technical,” and “holistic.” Each of the three are described in the following sections.

**ECONOMIC DEFINITIONS**

Some definitions of tourism have recognized only its economic or business implications:

Tourism is an identifiable nationally important industry. The industry involves a wide cross section of component activities including the provision of transportation, accommodation, recreation, food, and related services (Australian Department of Tourism & Recreation 1975:2).

Tourism refers to the provision of transportation, accommodation, recreation, food, and related services for domestic and overseas travelers. It involves travel for all purposes, including recreation and business…. (Ansett Airlines 1977:773).

One economic definition recognizes that tourism involves more than the business components themselves, it has a qualitative facet:

Tourism can be defined as the science, art and business of attracting and transporting visitors, accommodating them and graciously catering to their needs and wants. (McIntosh 1977:ix).

The economic approaches to a definition can be criticized. They state nothing explicitly about the tourist, the human element, who is arguably the focal point of the subject. Nor do they recognize spatial or temporal elements, which are equally significant. Wahab has written of “the anatomy of tourism composed of three
elements: man, the author of the act of tourism; space, the physical element to be
covered; and time, the temporal element consumed by the trip and stay" (Wahab
1975:8).

TECHNICAL DEFINITIONS

Since the 1930's, governments and tourist industry organizations have tried to
monitor the size and characteristics of tourist markets. To do this they needed a
definition of a tourist, to demarcate him from other travellers and to have a common
base by which to collect comparable statistics. Naturally, various definitions have
taken radically different lines in the three elements in the definition of the tourist:
purpose of trip, distance travelled, and duration. The first of these tourist definitions
was adopted by the League of Nations Statistical Committee in 1937 and referred to an
international tourist, who "visits a country other than that in which he habitually lives
for a period of at least twenty-four hours" (OECD 1974:7). This has been the basis of
later definitions.

In 1963, the United Nations sponsored a conference on travel and tourism in
Rome. The conference recommended definitions of "visitor" and "tourist" for use in
compiling international statistics:

For statistical purposes the term "visitor" describes any person visiting a
country other than that in which he has his usual place of residence, for
any reason other than following an occupation remunerated from within
the country visited. This definition covers:

- tourists, i.e. temporary visitors staying at least twenty-four hours in the
country visited and the purpose of whose journey can be classified under
one of the following headings: (a) leisure (recreation, holiday, health,
study, religion, and sport), (b) business, family, mission, meeting.

- excursionists, i.e. temporary visitors staying less than twenty-four
hours in the country visited (including travellers on cruise ships)" (IUOTO
1963:14).

In 1968, the International Union of Official Travel Organizations (now the World
Tourism Organization) approved the 1963 definition and has since encouraged
countries to use it. It is notable that as a result statistical data on international tourists
includes trips for purposes beyond the popular use of the word. The public and most
employees of firms in the industry do not regard trips for business and some other
purposes as constituting tourism.

Statistical definitions of the tourist in a domestic setting (travelling within the
country of residence) have varied among countries and regions, but have generally
included the three elements of the standard international definition: distance
travelled, duration and purpose.

Partly because of a pre-occupation with measuring the size and nature of tourist
markets, and partly because of the difficulties of coming to grips with the multiple
facets of tourism, many definitions of tourism are framed by stating a particular
definition of a tourist and extending it by implication to tourism generally. This is
noticable in submissions to governments (cf. Hansard 1977-1978). A British work of
tourism has noted the confusion which arises from this: "In endeavoring to define
tourism it is useful to distinguish between the concept and the technical definitions.
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The concept provides a notional, theoretical framework, which identifies the essential characteristics, and which distinguishes tourism from similar, often related, but different phenomena. Technical definitions...provide instruments for particular statistical, legislative, and industrial purposes" (Burkart & Medlik 1974:39). The various technical definitions of a tourist provide concepts for a general definition, applicable internationally and domestically, which could be integrated within a general definitional framework of tourism.

HOLISTIC DEFINITIONS

Holistic definitions attempt to embrace "the whole" essence of a subject. Two Swiss academics defined tourism in a 1942 study as:

the sum of the phenomena and relationships arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence and are not connected to any earning activity (Hunziker & Kraph in Burkart & Medlik 1974:40).

This definition has been recognized by various international organizations. Its feature is its scope, recognising that tourism embraces many facets centering around the principal one, tourists. Because it is not framed in the terminology of an academic discipline this definition allows interdisciplinary and multidisciplinary approaches to the study of tourism. The Editor of Annals of Tourism Research has seen the need "to incorporate into the study of tourism theories and concepts from the affiliated fields, e.g. anthropology, sociology, economics, geography, political science, ecology and urban studies" (Jafari 1977:8). That list could be extended to include marketing, law, management, psychology and others.

While its approach is sound, the Hunziker and Kraph definition can be criticised on the grounds that it is too vague; the phrase "sum of phenomena and relationships" does not indicate methodical applications or extensions. In a brief discussion of definitional issues, another holistic approach has been proposed which does not have this defect:

Tourism is the study of man away from his usual habitat, of the industry which responds to his needs, and of the impacts that both he and the industry have on the host’s socio-cultural, economic and physical environments’ (Jafari 1977:8).

This definition is superficially attractive. But the sub-definition of a tourist is too broad, and the spatial focus too narrow. ‘‘Man away from his usual habitat’’ ignores factors of distance, duration and purpose, and the concentration on host regions ignores the fact that spatially tourism necessitates a second region to supply a tourist inflow.

A third holistic approach appeared in a study of the design of tourist regions. It presented a model which can be viewed as a definition of tourism, claiming that “the designer has an opportunity for a closed system of tourism environment made up of the five components: people ...in a market area with desire and ability to participate; attractions ...offer activities for user participation; services and facilities ...for users/support the activities; transportation ...moves people to and from the attraction destinations; and information and direction ...assists users in knowing, finding, enjoying” (Gunn 1972:21).
Gunn's approach suggested the possibility of stating a definitional framework in a more formal systems theory setting. "A system may be defined as a set of elements standing in interrelation among themselves and with the environments...(and systems theory is) a way of seeing things which were previously overlooked or bypassed, and in this sense is a methodological maxim" (Bertalanffy 1972:31-38). Gunn's system is flawed by its failure to explicitly recognize the environmental interactions beyond the five elements of his organisation; in the parlance of systems theory tourism should be seen as an "open system." Secondly, Gunn's system omits a clearly delineated tourist industry.

Tourism defined in a systems framework would enable each of its basic facets to be identified. They become the elements of the system. Such an approach would facilitate multidisciplinary studies of particular aspects of tourism and more significantly would give interdisciplinary studies of various facets and perspectives a common point of reference; the division between the two camps of academic scholarship could be bridged. Before stating a new systems definition, it is necessary to identify and define its elements. From the earlier discussion it is suggested that four facets are involved: tourists, geographical components, an industrial component, and various interactions with broader environments.

TOURISTS: THE HUMAN ELEMENT

A general definition of a tourist should be applicable in both international and domestic contexts. It should be compatible with the standard international "technical" definition referred to above.

The tourist activity has two components, "a dynamic element - the journey - and a static element - the stay" (Burkart & Medlik 1974:40). This can be incorporated in a definition of tourists by stipulating that the activity involves a stay away from the usual place of residence of at least one night. The overnight-stay criterion demarcates tourists from day-trippers, partly to isolate tourism from this far larger phenomenon, and partly because overnight stays influence the psychological sets of the participants. The change in routine stemming largely from overnight stays effects behaviour patterns, giving tourism a discrete characteristic within the leisure spectrum.

Another concept delineating tourists from travellers generally is that their activity represents a discretionary use of time and monetary resources. That fact is readily apparent in the case of a holiday tourist, and it can be shown to be applicable in some forms of business travel which can then be regarded as touristic. Business travel for missions, conferences and conventions is outside the normal day to day activities of the employee-participant. As such it represents a discretionary act on the part of its instigator, the employer, and accordingly can be regarded as touristic. Other forms of business travel involving overnight stays, commercial travellers and seasonal workers who are habitually on the road, are routine activities and in this respect are not discretionary and not therefore, touristic.

A third concept defining tourists is that they are net consumers of economic resources within the regions visited. This is manifested by expenditure on various items which exceeds any incidental remuneration gained by the tourist. Tourists do not travel for the primary purpose of earning remuneration from points en route. This feature delineates them from the commercial travellers and seasonal workers referred to above and from persons who travel to take up short-term employment. But business
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'tourism' remains within that scope as the tourists, remunerated from their home bases and gaining no immediate economic benefit, make net contributions to the regions visited. The word 'primary' leaves working holidays generally within the tourism scope as the remuneration is typically incidental both in amount and as a motivating factor.

The final concept defining tourists is that they make tours. Their trips are circuits, returning to the points of origin. Tourists make temporary departures from their residences, a feature distinguishing them from expatriates and emigrants, who take up residence or become domiciled in new locations.

From the foregoing, a tourist can be defined as a person making a discretionary, temporary tour which involves at least one overnight stay away from the normal place of residence, excepting tours made for the primary purpose of earning remuneration from points en route. Tourists are the focal human element of tourism. From the circular pattern of their behaviour it is possible to isolate the geographical elements fundamental to the system.

THE GEOGRAPHICAL ELEMENTS

Spatially, tourism involves three elements. There is an origin or tourist generating region, the place where tours begin and end (home). There is a tourist destination region or host locality, where tourists stay temporarily. Thirdly there is a transit region or route which connects the two and through which tourists travel. These three spatial elements are implied in Gunn's (1972) "tourism environment" noted above. They are explicitly stated in various models of tourist flows developed by European geographers (Matley 1976:4-17). These models are relatively simple, and "are basic concepts.... there has been little development of theory in comparison with other branches of economic geography" (Matley 1976:4).

A basic model of the geographical elements is shown in Figure 1. The following discussion of the roles and consequences of each geographical element in the system shows that the model can be developed beyond a representation of tourist flow patterns. It can serve as an analytical tool for describing the resources involved in the tourism process, in particular the industrialized resources. Moreover it facilitates a delineation of areas of touristic impact.

Tourist generating regions can be defined as the permanent residential bases of tourists, the place where tours begin and end, and in particular those features of the region which incidentally cause or stimulate the temporary outflow. This definition includes the basic geographical setting, together with the necessary behavioral factors pertaining to motivation. The existence and significance of "push" factors in tourist generating regions has been recognised in causal studies (Dann 1977).

The generating region is the location of the basic market of the tourist industry, the source of potential tourism demand. Accordingly the major marketing functions of the tourist industry are conducted there: promotion, advertising, wholesaling, and retailing. Underlying the marketing function is the question of why certain regions exhibit a tourist exodus, an issue with commercial and sociological relevance. There is correspondingly the matter of impact. What are the economic, social, and cultural effects in a community when a significant number of its members depart for tours into other regions?
Tourist destination regions can be defined as locations which attract tourists to stay temporarily, and in particular those features which inherently contribute to that attraction. In this context the attraction can be regarded as the anticipation by the tourist of some qualitative characteristic, lacking in the tourist generating region, which the tourist wishes to experience personally. In a broader context, a definition of tourist attractions would recognise that not all attractions draw tourists to a region; some are discovered en route.

Most tourism studies have been directed at the destination region. It is where the most significant and dramatic aspects occur. It is also the location of many parts of the tourist business: accommodation establishments, services, entertainment and recreational facilities.

Transit routes are paths linking tourist generating regions with tourist destination regions, along with tourists travel. They include stopover points which might be used for convenience or because of the existence of attractions. Transit routes are a vital element in the system. Their efficiency and characteristics influence the quality of access to particular destinations and accordingly they influence the size and direction of tourist flows. They are also a special case of tourism impact, i.e., when changes arising from faster or longer haul transport cause stopover points to be bypassed. Transit routes are the location of the main transportation component of the tourist industry.

RESOURCES IN THE TOURISM PROCESS

Two factors interact in the tourism process. There is the tourist, in search of experiences and needing support services and facilities which are also experiential. Secondly, there is a diverse spectrum of resources which provides the experiences, services and facilities. In order to formulate a tourism system, that spectrum of resources must be analysed. Desirably its industrial and nonindustrial parts should be isolated into separate elements; such a specification would be beneficial to an analysis of tourism economics, management, and governmental involvement.

Three issues cloud the delineation of the industrialized element in these resources. The first, the difficulty of identifying the boundaries of a tourist segment
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within the broader travel market, has been addressed above. The second is the problem of bisecting tourismic resources into industrial and nonindustrial elements. Clearly a resource such as a hotel serving tourists is in the industrial category. The difficulty arises with two other kinds of resources. How does one classify services and facilities used jointly by tourists, other travellers, and local residents? How does one classify inherent, natural features which are attractions?

The third issue is the problem of specifying the number of industries inherently connected with tourism. Various publications have stated that there is one tourist industry. (Australian Department of Tourism & Recreation 1975:8; New South Wales Department of Tourism 1977:327; Harris, Kerr, Forster 1965:3). On the other hand a definition of a single tourist industry has not yet been produced which has achieved general recognition. The Parliamentary Select Committee on Tourism, considering the issue, concluded that "the tourist industry is not a single identifiable sector of the Australian economy" (Select Committee on Tourism 1978:4). Other studies have stated explicitly that multiple industries are involved. A British work refers to a "large variety of trades and industries which have the supplying of travellers' needs as their common function" (Lickorish & Kershaw 1958:2). An American work says that "tourism is really a collection of industries, enterprises, resources and attractions... although tourism has assumed major economic proportions, an industry, in the literal sense of this term, has never materialized" (Kaiser & Helber 1978:4-5).

By analyzing the process of tourism, the sequence of experiences of a hypothetical tourist, the nature of the resources involved can be identified. Several steps can be isolated, occurring across the three geographical elements:

- In the generating region, pre-trip, there is stimulation and recognition of motivation, planning and organization.
- In the transit route there is travel and sometimes, interaction with attractions and use of services and facilities.
- In the destination region there is interaction with primary attractions, incidental attractions, use of services and facilities.
- Post-trip, back in the generating region, there are recollections, and re-adjustment to normal lifestyle.

Diverse resources contribute to that process. They can be viewed as the inputs or supply side of the basic demand/supply equation of tourism economics. For the purpose of this analysis, they can be grouped into five categories: (1) leisure, (2) tourists' organization, social, cultural and material resources (3) free inherent and natural resources, (4) incidental industries, and (5) a tourist industry.

1. Leisure is usually recognised as an essential factor contributing to the demand for tourism and recreation. (Clawson & Knetch 1966; Wahab 1975). Leisure is equally important as a factor contributing to supply. It is the anticipation of leisure which is operational as a demand factor, whereas the subsequent use of leisure is a factor of supply. Leisure time is the fundamental resource input consumed in the tourism process.

2. Organizational and planning inputs for some tours stem wholly from the participants, the tourists. Some tours involve extra inputs from various information sources, in some the planning and organizing is largely performed by commercial firms such as tour wholesalers and travel agents, but the tourists' own contributions
are always evident to some degree. Similarly the social interaction of tourism is partly achieved among tourists themselves. In an era of group inclusive tourism, this intra-touristic socializing will sometimes be the major kind of social interaction experienced on tour. Likewise individual tourists’ cultural values are important ingredients, in some instances the vital resource input, contributing to the cultural features of the touristic experience. Evidence of this is the observation that individuals in a group tour apparently react differently to common cultural manifestations of the regions visited. Some material possessions of tourists can be important resources in the process. Examples include transportation facilities such as private motor vehicles, accommodation facilities such as privately owned holiday homes and caravans (recreation vehicles), and other facilities such as boats and sporting equipment.

3. **Free inherent and natural resources** are vitally important to most forms of tourism. This category refers to such items as climate, landscape, beaches, water resources, scenery generally, flora and fauna, and local people who provide hospitality for visitors in an incidental, voluntary manner. Included here are the many factors which contribute to a destination’s local atmosphere: friendly people, incidental public display of customs and culture, provision of private home accommodation for visiting relatives and friends. Although most of these resources are located in destinations and transit routes, they are also found in generating regions; tourists’ acquaintances are typically eager to offer assistance with the planning of a tour. As John Steinbeck observed somewhere in his travel writings, "a projected journey spawns advisors in schools." The same people subsequently play another role as audiences for travel stories and as viewers of film, so contributing to the post-trip part of the tourism process.

None of the categories of tourism resources identified so far can be regarded as part of any industry. They are not industrious - “intentional, designed, purposeful, characterized by steady and assiduous work” (O.E.D.). Such descriptions do not fit the relationships of these resources to tourists; the resources are fundamentally nonindustrial.

4. **Incidental industries** serve tourists’ wants and needs in many ways. There are many kinds of business firms, organisations, and facilities which come within a variety of industries serving tourists incidentally. Examples include many shops, restaurants, public services, recreational facilities, and the like, whose clients or users are the public at large, predominantly residents of the locality and day-trippers. The proportion of tourists in their total clientele is seldom significant and is not recognised as such by the management of the individual unit, especially with respect to its marketing.

Studies of tourism economics typically include this category of resources within the tourist industry or industries, especially if the goods or services are provided at a price. The argument for such an inclusion is summed up:

The tourist industry is defined, not in terms of the production of particular types of goods and services, but in terms of the circumstances in which goods and services are consumed. Thus the sale of a particular good or service to a tourist is counted as a “tourist expenditure” while the sale of the same good or service to a local resident is not. As a result of this different in concept, the tourist industry overlaps the usual classification of industries defined according to the goods or services they produce” (Australian Treasury 1977:1212).
That line of thinking has become a convention in studies of tourism, reflected in papers from many sources. (Edelmann & Grey 1974:9; Department of Industry & Commerce 1977:9; Pigram & Cooper 1977:10; Stanford & McCann 1979:5).

It can be argued that the convention is based on confused thinking. Its origins are in a desire to monitor total expenditure by tourists in a region, an influx of money. Estimates of this can be made by noting the various goods and services consumed at a price by tourists. Having established an estimate of aggregate expenditure, i.e. the demand side, the convention then makes a leap to the supply side. It illogically identifies the recipients as a tourist industry or industries. This "leap" confuses two separate issues: the measure of economic significant arising from a particular activity, and secondly the delineation of an industry or industries.

The major cause of the confusion is an inexact concept of "industry." Resources in this category do form industries but not "tourist" industries. A particular industry is delineated in reference to its industrious characteristics and the resources in this category do not have an industrious relationship to tourists. They are not intended and designed for, nor are they characterized by steady and assiduous work on behalf of tourists per se. Industries are classifications of firms and other resources "according to the most noticeable characteristic they have in common" (Nobbs 1975:151). A common incidental segment of clientele cannot be the most noticeable characteristic among a group of firms.

5. The tourist industry, the fifth and final category of resources serving tourists is superficially a diverse and geographically fragmented collection. Some components are similar to those in incidental industries: shops, restaurants, public facilities and the like, might be classified in either category. The tourist industry has a unique role in the tourism process, a special relationship to all parts of the tourism system, and in this it differs from other resource inputs. Accordingly it is designated a separate element within the system. The other categories of resource inputs can be regarded as components existing within other elements.

THE INDUSTRIAL ELEMENT

The tourist industry consists of all those firms, organizations and facilities which are intended to serve the specific needs and wants of tourists. That intention is manifested by a marketing and design orientation of the individual units forming the industry. The industry can be described and further defined by dividing it into six functional sectors. Each specialises in a different kind of service to tourists, and the division also demonstrates how the sectors are functionally linked across the geographical elements of the system. The six sectors are: marketing, carriers, accommodation, attractions, miscellaneous services, and regulation.

1. Tourism Marketing provides stimulation and facilitation of communication links among certain elements in the tourism system: tourists, destination region, and various units within the tourist industry. It is located principally within tourist generating regions, in the form of travel agencies, tour wholesalers, promotion offices of national and regional tourism bodies, travel writers and publishers of travel literature, and various non-profit organisations providing the guidance and information for out-bound tourists. Marketing specialists are also located in transit points and destinations, in the form of local tour operators, guides, interpreters, tourist information bureaux and the like. All firms in the tourist industry engage in some
marketing activity, but the distinguishing feature of firms in this sector is that they specialize in it. Firms in other sectors use marketing as a complement to their primary function such as transportation or accommodation.

2. **Tourist carriers** provide public transportation to and from tourist destinations. Their location is mainly in transit routes. Included here are the passenger service components or "firms" (in the economics usage) within airlines, railways, bus and shipping lines, wherever the particular firm is marketed primarily to tourists.

3. **Tourist accommodation** provides temporary lodging and related services such as food, mainly in destinations but also at stopover points of transit. It includes accommodation "firms" in hotels (in Australia, most hotels' principal business is liquor sales to local residents), motels, caravan parks, camping grounds, rental holiday houses and flats, hostels and guest houses, wherever the particular firm is marketed primarily to tourists.

4. **Tourist attractions** within the industry are sights, events and facilities orientated to experiential opportunities for tourists. In most cases the orientation is achieved by the nature of markers which, in a variety of forms, provide information about the attractions for tourists. It is often the characteristics of the marker which constitute the industrialised component of the attraction; MacCannell's study provides clues in this area (MacCannell 1976). Most attractions are in themselves outside the scope of the industry, coming within the categories of "free inherent and natural resources" or "incidental resources from various industries." Sometimes the industrialized component of the attraction is an artificial facility added to a natural attraction, such as parking lot for tourists on a scenic road. A minority of attractions, including their markers, are wholly within the tourist industry. This group is exemplified by theme parks and cultural events staged especially for tourists. Most attractions are located in destination regions and some are in transit route stopovers. Off-sight markers are frequently located in tourist generating regions.

5. **Miscellaneous tourist services** include duty-free, souvenir and other tourist-specialty shops; travel insurance and cheques; and those restaurants, taxis and the like which specialize in tourist markets. These services are located in all three geographical elements of the system.

6. **Tourism regulation** provides mechanisms to aid the smooth operations of the industry generally and is thus specifically, but indirectly, serving tourists. Included here are associations of firms on a sectoral, regional or industry-wide basis, some aspects of governmental and inter-governmental bodies, and vocational educational institutions.

The foregoing analysis of the tourist industry into six functional sectors illustrates its essential geographical spread. The industry can be viewed as a linked chain, stretching across generating regions, transit routes, and destinations. The links are diverse, including informal connections whereby consumers obtain services from independent firms and facilities; formal connections achieved by units co-operating through principal-agency relationships and through wholesaling deals; and formal connections via the common ownership of units within different sectors. The latter, in economic parlance "vertical integration," is exemplified by airlines expanding into the accommodation sector through their hotel and resort divisions, and into the marketing sector through tour wholesaling and travel agency divisions. Governments
too have developed involvements in multiple sectors of the industry. Examples include state-owned operations and more extensively, governments' roles as investors in infrastructure and in land development.

PARTIAL INDUSTRIALIZATION

The term "degree of industrialization" can be used to refer to the dependence of a particular tourist flow on the tourist industry. It has been demonstrated that five categories of resource inputs are used in the tourism process and that only one of these constitutes a tourist industry. Contemporary tourism is then a partially-industrialized phenomenon. In earlier years tourism was relatively non-industrialized; before the mid-19th century participants had few firms and facilities specifically catering to their wants and needs (Hibbert 1974; Lambert 1950; Wykes 1973).

A tourist industry has emerged since that time, especially since 1950, and it is now the most dynamic resource influencing the pattern of tourist activity. The long term trend towards an increased degree of industrialization of tourism is part of a broader theme, the industrialization of leisure. That phenomenon is succeeding the development of factories which, replacing cottage work in an earlier phase of the industrial revolution, can be regarded as the industrialization of labor.

In this context tourism is unusual for several reasons, firstly because the general trend has not been constant. The degree of industrialization has fluctuated. With each fluctuation the form and structure of the industry has changed radically. Economic, social, cultural and technological factors have brought about changes in the degree of industrialization and have stimulated new forms of industry. For example, domestic tourism in Australia and in similar countries was becoming more highly industrialized in the 1920's and 1930's. The huge growth in private motor car ownership post-war had the immediate effect of reversing that trend. The new non-industrialized transport mode triggered a move away from other tourist industry firms and facilities: accommodation, attractions, and services. Subsequently new forms of industry developed around the private car in its tourism context: motels, caravan parks, roadside information services, motor-rail, motorists' packages, and new kinds of attractions. These signify a trend back towards a higher degree of industrialization. The example is a major illustration of the process, but more subtle changes in degree and form are occurring continuously, eroding the business of those firms and facilities which cannot or do not exploit the new opportunities created.

Tourism's second unusual feature is that the degree of industrialization varies greatly among market segments. Australian domestic tourism is largely non-industrialized; the vast majority of tourists use private vehicles for transport and are independent of tour operators, travel agencies and the like, and half the market uses private home accommodation. Out-bound international tourism from Australia, based entirely on airlines and shipping lines, and marketed predominantly via various kinds of travel agency and tour wholesaler, can in contrast be described as highly industrialized.

Thirdly, tourism is unusual in that the general trend towards greater industrialization has limiting factors. The various categories of non-industrial resources are vital and will in the main continue in that state. Tourism is not unique in this respect. But other partially industrialized phenomena (e.g. sport, education) have clearer lines of demarcation.
The partially industrialized characteristic is the root of many problems facing management in the industry, government, host communities concerned with the tourism impact, and individual tourists. Paradoxically the solution to these problems does not and cannot be found in more industrialization, because of the multiple limitations on that trend.

At the start of the section discussing resources in the tourism process, one other issue was identified. That was the specification of the number of industries intrinsically involved in the industrialized element. Do the six sectors listed above constitute one multiple "industries"? Basic economics delineates an industry when the product is homogeneous. "Specifically an industry comprises all those activities which are directed toward the production of a given class of goods" (Gilpin 1973:107). In complex modern economies, products are typically heterogeneous and the basic definition does not always apply for "the further one moves from primary to secondary and tertiary industries the less homogeneous and the more differentiated the product becomes....An industry may be considered a classification of firms; the classification is made possible by grouping the firms according to the most noticeable characteristic that they have in common" (Nobbs 1975:151). Nobbs lists five characteristics which may decide the industry in which a firm is to be included. The first is homogeneity of product, the criterion of basic economics.

Personnel in the tourist business use the term "product" when referring to what an individual firm sells: a seat on an aircraft, a night in a hotel room, a booking for an inclusive tour. In this context the "products" are not homogeneous, but this is an imprecise use of the word product. These firms are selling services, the products of which are the anticipated effects for the tourist-consumer. From his perspective, each service cannot stand alone, rather "the product he buys covers the complete experience from the time he leaves home to the time he returns to it...the product is an amalgam of many components" (Medlik & Middleton 1973:29). Tourists consume and use a spectrum of components, some of which are purchased from firms in the tourist business, some from firms in other industries and some are derived at no direct cost. The end product of that spectrum, the output of the tourism process, is the net effect of the tour. It can be considered the sum of the qualitative changes brought about in the tourist by the collective experiences of the tour. This can include such factors as physical and mental recreation, increases in knowledge, understanding, sociability, self-esteem and status. Thus, the end product of the various firms in the six sectors is homogenous. Variations in qualitative effect, reflected in product differences stemming from various combinations of components (including different destinations) are analogous to variations in grades within homogeneous products of a primary industry. In this context a single tourist industry is a valid concept.

The proposition is strengthened by considering another of Nobbs' criteria for delineating an industry: are the firms involved in solving the same basic problem? Firms, facilities and organizations in the six sectors of the tourist industry can be seen to be involved in solving various parts of the same basic problem, that of meeting the needs and wants of tourists. The trend towards vertical integration is helping the perception of this fact (Ansett Airlines 1977:773).

A DEFINITION OF TOURISM

It is now possible to propose a new definition of tourism. It is the system involving
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the discretionary travel and temporary stay of persons away from their usual place of residence for one or more nights, excepting tours made for the primary purpose of earning remuneration from points en route. The elements of the system are tourists, generating regions, transit routes, destination regions and a tourist industry. These five elements are arranged in spatial and functional connections. Having the characteristics of an open system, the organization of five elements operates within broader environments: physical, cultural, social, economic, political, technological with which it interacts.

The framework of tourism can be expressed diagramatically. Figure 1 above represented the geographical elements. In Figure 2 the behavioral (i.e. tourist) and industrial elements have been added, and the broader environments represented, to illustrate the total framework.

Fig. 2 is thus symbolic of the arrangement of the multiple elements and facets of tourism: geographical, behavioral, industrial, environmental. The behavioral element, tourists, are represented leaving generating regions, travelling to and staying in destinations, and returning home. The tourist industry element is represented within all three geographical elements. Also symbolic is the representation of part of the tourist element outside the industrial element, signifying the partially industrialized characteristic of the process.

APPLICATIONS

A systems approach to tourism scholarship has potential applications in several areas and at many levels of analysis. In academic research it can serve as a reference point for general and specific studies. Its structure, and the emphasis on connections
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existing among and within various elements of the system, can be used in research for
business and impact studies. In vocational education the framework provides a
methodological basis for designing curricula for programs of study.

In the business world, the framework has potential applications in several areas of
tourist industry management, notably within large multi-sector firms operating in
several locations. It might be particularly useful for marketing planning, as a tool for
identifying spatial and functional links. Further detailed work on the systems theory
aspects could be most productive here, for "the analysis of the characteristics of
enterprises as systems would appear to have strategic significance for furthering our
understanding of...industrial problems. The more we know about these systems the
more we are able to identify what is relevant to a particular problem and to detect
problems that tend to be missed by the conventional framework of problem analysis"
(Emery & Trist, in Emery 1969:281).

The approach seems particularly relevant as a guide for planning and assessing
governmental policies in some areas of tourism. A particular government can use the
framework to recognize the relationships of its geographical constituency in the
tourism system. Many questions can be hinged on this theme: what is the relative
significance of the constituency as tourist generator, transit route, and destination?;
which other regions are involved, and how?; how do the various tourist flows vary as to
degree of industrialization?; are benefits, costs and defects in the system stemming
from industrialized or non-industrialized components?

In summary, the framework provides governments with a value-free approach to
tourism policy. It is not structured from the perspective of any one element in the
system and as such it could serve as an analytical basis for creative policy formation in
widely different situations.

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