

# Different types of tourism destinations



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## **Introduction**

This report is going to look at the key appeal factors of France, USA, Spain and China. It will identify different types of tourism destinations and look at arrivals statistics to these countries.

According to UNWTO (2008) in the “ World’s Top Tourism Destinations 2008” first four places by international tourism arrivals were occupied by France, Spain, USA and China.

First of all this report will identify the meaning of travel destination and tourist destination. ‘ A travel destination is the end point of the journey ‘(Marvell and Hayward 2005). People travel to a destination for a variety of reasons, including holidays, business and visiting friends and relatives. ‘ A tourist destination combines travel with facilities and attractions that appeal to tourists’ (Marvell and Hayward 2005).

There are many different types of tourist destinations; however this report will discuss coastal, urban and rural tourism and give examples of places that appeal to the destination.

## **Main part**

### **Coastal tourism**

Coastal destination usually associated with the image of seaside resort.

Holloway (2006) pointed that it is the most popular appeal of a destination.

The attractiveness of the seaside resort is the combination of sun, sea and sand. Page et al. (2001) stated that it remains one of the most significant types of holiday in the world.

The Spanish Costas are found along the southern coastline, on the shore of the Mediterranean Sea. Spain has many resort areas: Costa Blanca, Costa Almeria and Costa del Sol. While some of the Costa names may not be familiar, the resort of Benidorm is well known.

Benidorm is the most popular resort in the Costa Blanca. According to Dale et al. (2006) resort attracts approximately five million visitors each year. Tourists are attracted by its wide sandy beaches and warm climate with average summer temperature around 30oC. The beaches are gently sloping and the water is warm and clear, making the sea safe for adults and children. Behind the sandy beaches are many high-rise hotels with plenty of nightclubs, bars, restaurants and casinos.

There are places in France which are as popular as Spanish Costas.

One of the famous seaside areas in France is the place called Cote d'Azur which is famous for its resort Nice. It is a capital of French Riviera situated on the Mediterranean coast.

According to Williams and Le Nevez (2007) Nice is well-known holiday destination on the Cote d'Azur. Williams and Le Nevez (2007) in addition pointed that resort attracts visitors to take a delight in its beautiful beaches and warm climate. Tourists enjoy dining at the restaurants located along the French seaside. Appetizing seafood and delicious wines can be enjoyed at many seaside restaurants in this Mediterranean city. Nice has something for everyone: a medieval old town and other grand architectural monuments; a wide selection of museums; lots of bars and restaurants of all standard and type; the fine Mediterranean climate; and of course easy access to beaches.

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Besides, America is very famous for its beaches too. According to Fry (2008) places like Florida or California, or even further to Mexico, the Bahamas and the Caribbean are popular tourist's destinations.

According to Fry (2008) Florida is well-known for its famous Florida Keys and the resort of Key Largo. The Keys are long, low islands at the south of Florida. This place has many beaches and blue waters that are popular with divers. The Keys are also famous for swim with dolphins.

### **Urban tourism**

Urban tourism is another type of tourist destination. Holloway (2006) stated that towns and cities attract many tourists by growing interest in cultural activities for example visits to museums and art galleries, leisure activities like shopping, and entertainment to sports.

There are many different towns in France, Spain, USA and China which are famous for its rich culture and heritage, delicious food and designer shops.

Holloway (2006) says that Paris in France, Madrid and Barcelona in Spain are popular destinations where tourists arrive for city holidays. They combine all the factors for a good stay: high quality hotels and restaurants, fine museums, outstanding architecture, festivals and many beautiful eye-catching shops. According to UNWTO (2008) Spain ranked on the third place in terms of arrivals-57, 3% in 2008, with France continued to lead the ranking of the world's major tourism destinations in terms of arrivals-79, 3% in 2008.

The French capital Paris has a reputation as a very charming and romantic city with popular attractions, including the Eiffel Tower, the Louvre museum, Notre-Dame and Arc de Triomphe. According to Law (1996) there are approximately 800 festivals held annually in France. The theme varies, but amongst well-known is festival related to the cinema-Cannes. Law (1996) stated that attractiveness of the Paris is incomparable and millions of tourists come here to admire the elegant beauty of the city, enjoy its rich cuisine and certainly exclusive shopping.

Law (1996) also says that Barcelona is a very amazing town too, known for its rich culture, architecture and unforgettable beauty. On city break in Barcelona tourists will enjoy museums, statues on the streets, delicious Spanish food and famous boutiques.

According to Holloway (2006) cities like New York in USA and Shanghai in China are popular tourist destinations for shopping.

By UNWTO (2008) the USA is ranked second in arrivals-58, 0% in 2008 and China held onto their 2007 position in terms of arrivals and ranking fourth-53, 0% in 2008.

As an example, according to Zhang et al. (2005) China is the world's factory where can be found just about anything.

China's biggest city is Shanghai. Zhang et al. (2005) says that it has a status of cosmopolitan centre of design. Shanghai is a fantastic shopping destination. Shopping here is simple and suitable for all type of tourists.

Shanghai has a range of shops from roadside and boutique shops to the busy

shopping centres where different types of goods and clothes can be bought. And finally, New York undoubtedly has a lot to offer to its visitors.

New York has many attractions, including the Statue of Liberty, the Empire State Building, museums and Central Park. And also it's well-known for shopping. The Fifth Avenue offers a range of fashionable shops. Broadway offers entertainment in the evening and the range of nightlife.

### **Rural tourism**

And the final type of tourist destination is countryside. The combination of lakes and mountains attract different markets. Leisure visitors enjoy the scenery, while more active tourist enjoys climbing in summer, and do winter sports at other times.

According to Andalucía website (2009) Spanish countryside will give a chance to enjoy the peaceful and calming environment of old-fashioned villages. There is a large variety of accommodations like cottages, farmhouses and mansions. It will offer to visitors a variety of activities like, walking and trekking, horse riding, cycling and mountain bicycling, bird watching and camping.

Andalucía for example is the best place for camping, mountain bicycling and horse riding. It offers almost a year-round sunshine and wide natural environment.

French Alps on the other side are very popular to active-minded tourists like skiers and snowboarders. According to Collins (2004) the Alps has more than 200 resorts and one of the famous is Chamonix.

Chamonix is an alpine town which a best place for ski lovers. Collins (2004) says that sky-scraping mountains, majestic ice falls and glaciers will make everyone's journey memorable.