R & R tourism
Depends only on physical character of place.

ACTIVITIES
• coastal resorts
• golf
• downhill skiing
• water sports
• vacation homes
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• coastal resorts
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CHARACTERISTICS
• Risk of sprawl
• Environmental impacts
• Opportunity for architecture, landscaping, cuisine, day tours, that suit the locale.
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Entertainment-style tourism
Manufactured attractions that do not depend on character of place.

**ACTIVITIES**
- theme parks
- outlet malls
- amusement parks
- convention centers
- sports arenas
- casinos

**CHARACTERISTICS**
- Changes nature of locale; high impact.
- High employment generator.
- Mass tourism; high traffic.
DESTINATION STYLE DRIFT . . .

if development unchecked, unguided

Touring → R & R → Entertainment

Unspoiled destination → SPOILED ?
Plog’s psychographic continuum
After Stanley C. Plog, PhD

VENTURERS
Venturers
Near-Venturers
Centric-Venturers

PAROCHIALS
(Dependables)
Near-Parochials
Parochials

“MATURE” DESTINATION

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Two sides of the same coin

DESTINATION STEWARDSHIP
Destination Stewardship Scores
How Tourism Relates to Place, or Doesn’t
Unity through Geotourism
Geotourism Principles
Taking Action
Geotourism
What Increasing Numbers of Tourists Want

Tourism that sustains or enhances the geographical character of a place—its environment, culture, aesthetics, heritage, and the well-being of its residents.
Tourism and sustainability

UNSUSTAINABLE TOURISM:
- Overcrowding
- Lower quality of experience
- Loss of distinctiveness
- Erosion of culture and environment

GEOTOURISM:
Now, celebrate the place

SUSTAINABLE TOURISM:
First, do no harm.
Manage tourism so that it pays to protect the place, not destroy it.

**From eco- to geo-**

All place-based types of tourism need geographical character of the destination AS A WHOLE

ECOTOURISM:
- nature

Indigenous tourism

Heritage tourism

Cultural tourism

Local cuisine

Agri-tourism

Sightseeing

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