



AL-FARABI KAZAKH NATIONAL UNIVERSITY

Department of Recreational geography and tourism

Bases of Tourismology

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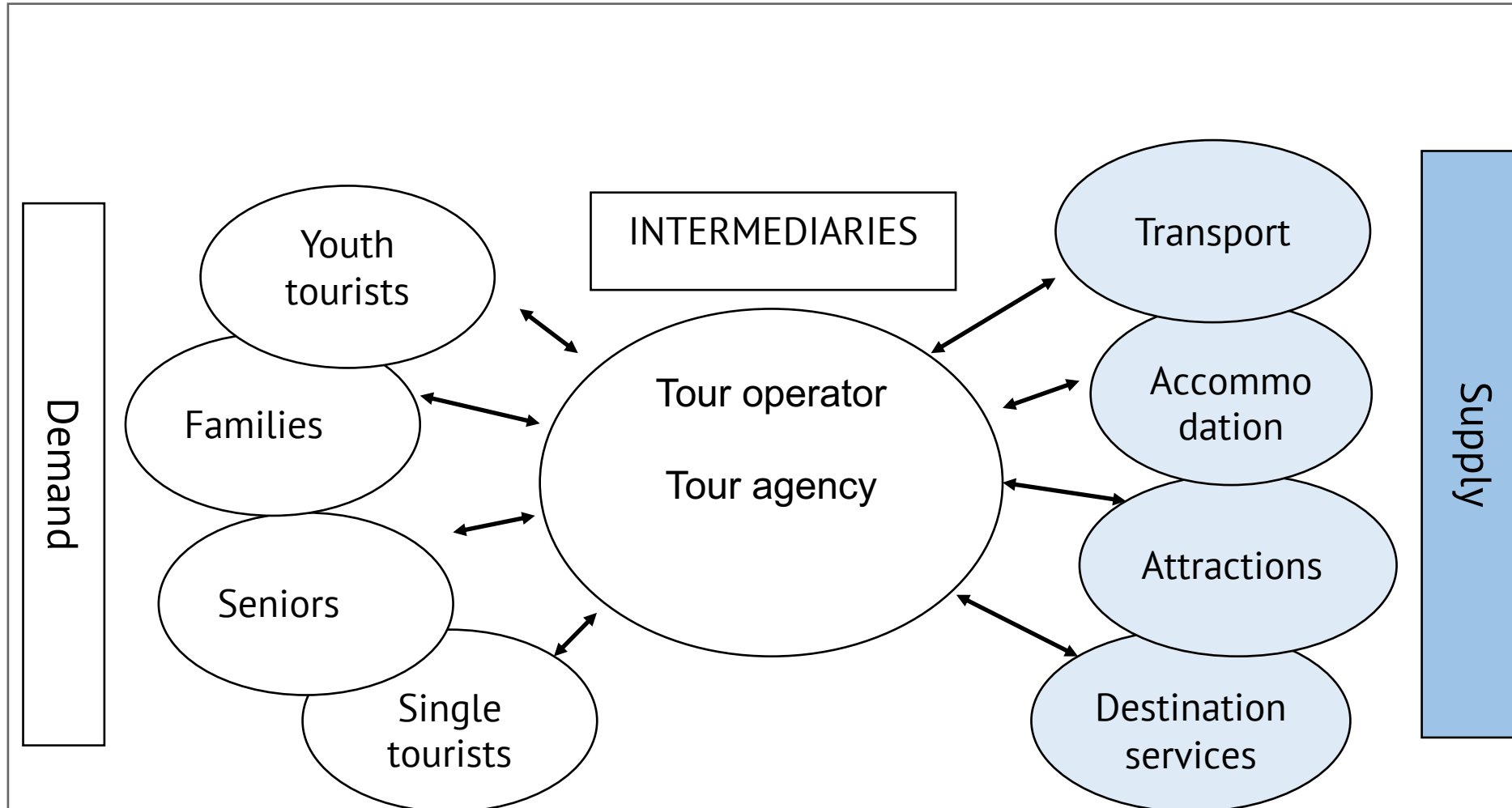
Module 4

Tourism as a social and economic system

Lecture 10

Tourism industry: Supply in tourism

THE TOURISM SYSTEM FRAMEWORK



SUPPLY IN TOURISM

The tourism supply is derived by summing the value of tourism products sold by the tourism industry to the tourists. It takes into account accommodation services, food, transport, and other retail sales.

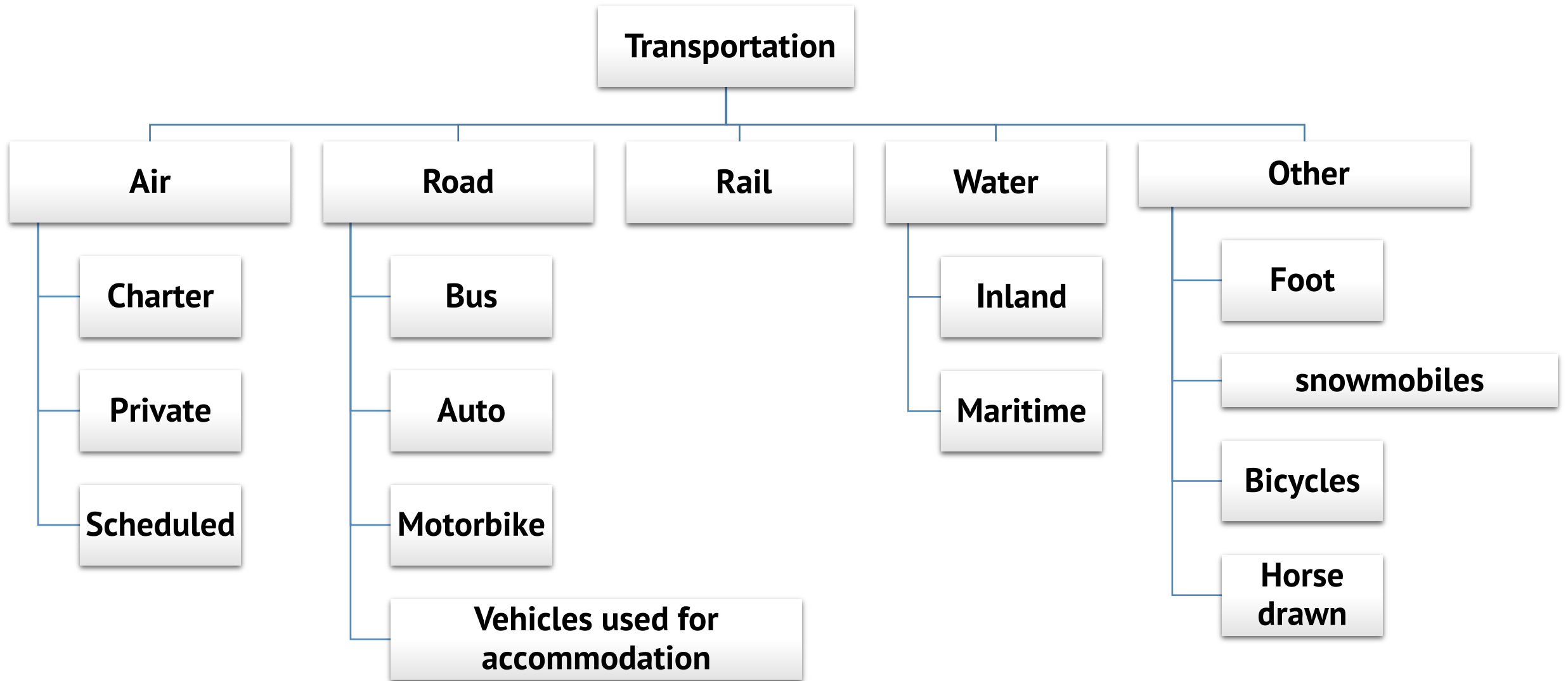
Properties of Tourism Supply

- Tourism supply is perishable (cannot be stored like the products).
- It cannot be examined before one purchases it.
- It is necessary to move from one place to other for its consumption.
- It is geographically fixed at different places.

COMPONENTS OF TOURISM SUPPLY



PASSENGER TRANSPORTATION STRUCTURE



URGENT TRANSPORTATION PROBLEMS

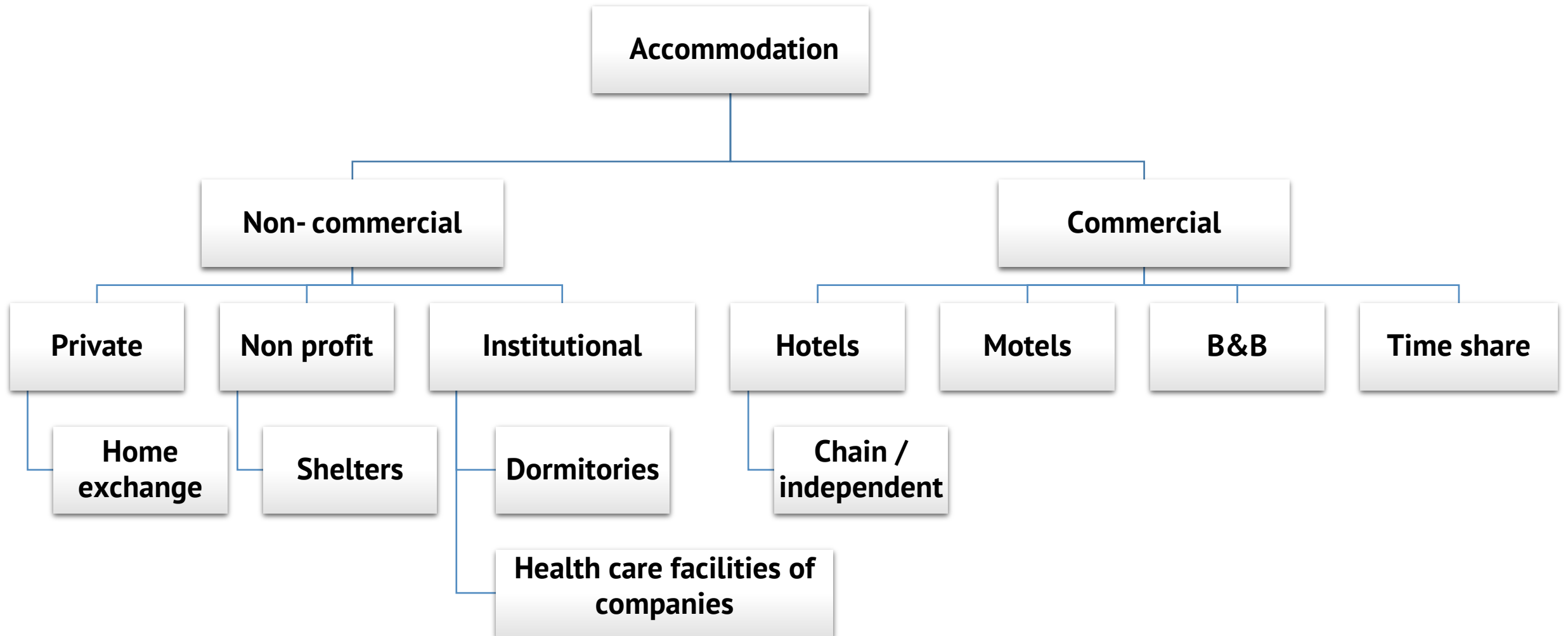
1. CONGESTION

2. SAFETY AND SECURITY

3. ENVIRONMENTAL DAMAGE

4. SEASONALITY

ACCOMMODATIONS STRUCTURE



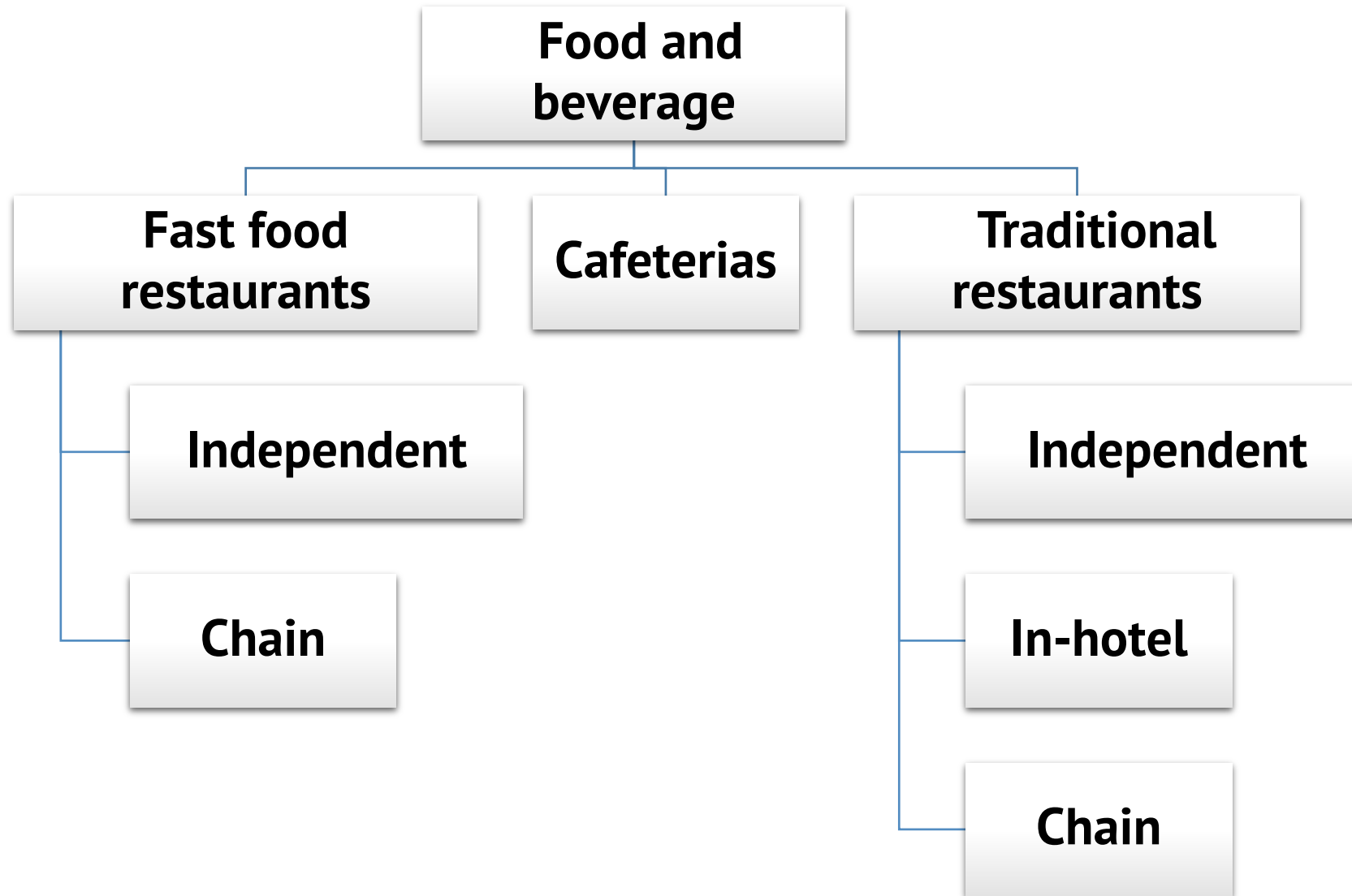
Top 10 hotel chains in the world (2020)

1. Preferred Hotels and Resorts
2. Hyatt Hotels
3. Hilton Worldwide
4. Premier Inn
5. Marriott International
6. Best Western
7. Radisson Hotel
8. La Quinta
9. InterContinental Hotels Group
10. Travelodge Hotels



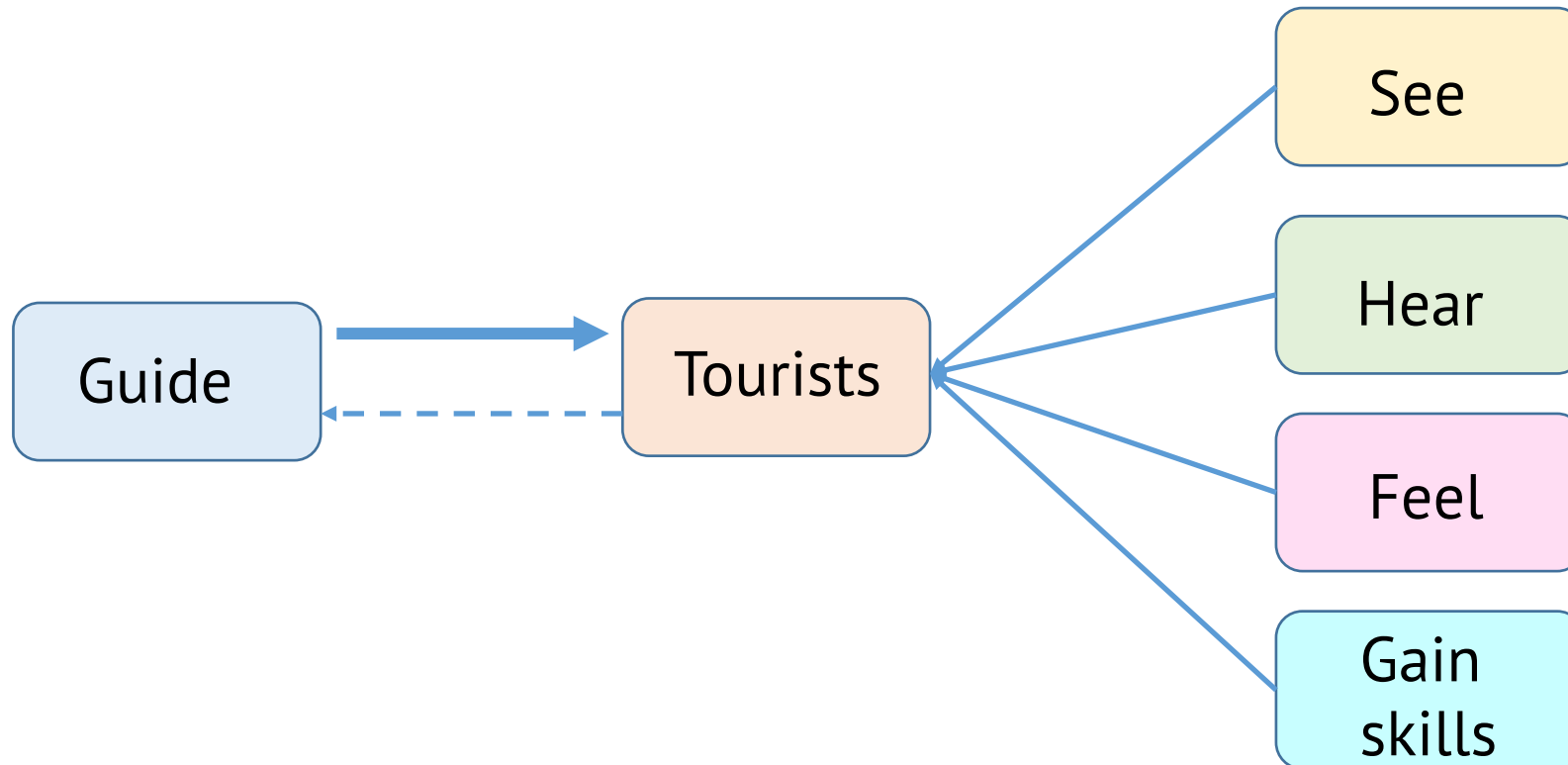
<https://www.rd.com/>

FOOD AND BEVERAGE SERVICES STRUCTURE



EXCURSIONS

The word "excursion" comes from the Latin "excursio". This word meant "run out, raid", then - "sortie, trip"
It is visiting places outside of usual residence in purposes of travel less than 24 hours or one day.



Extra services

Adventure Sports: Mountain biking, bungee jumping, rafting, and other similar activities.

Business Activities: Attending seminars, business meetings, promotions.

Health Activities: Attending Yoga sessions, exercising, undergoing naturopathy, and similar such activities.

Visiting Tourist Facilities: Pubs, entertainment parks, shopping centres, and casinos.

REFERENCES:

- Information from the official website of World Tourism Organization, <<http://www.world-tourism.org>>.
- Mironenko N.S., Tverdokhlebov I.T. (1981) Recreational Geography, Moscow.
- C.Michael Hall and Stephen J.Page (2006) The geography of Tourism and Recreation: Environment, place and space, Routledge.
- Erdavletov S.R. (2010) Tourism Geography: coursebook for discipline – Bases of Tourismology, Almaty, Qazaq universiteti, 210 p.

Internet websites:

<https://www.rd.com/>

<https://www.biologyonline.com/>

<https://www.nationalparks.org>