

# ELITE & MASS TOURISM

# Reasons for appearing:

## ELITE

- Appearing of transport
- Necessity in getting education
- Treatment
- The main obstacle:  
expensive  
bad quantity of roads  
only a group of people  
could afford this activity

## MASS

- Appearing of alternative transport
- Desire of ordinary people to take part in travelling

# Main characteristics:

## ELITE

- In contrast to the mass, the elite tourism designed for wealthy clientele. For this category of consumer price level in the market does not really matter, but they place high demands on the quality of products and services. In this regard, it should be noted the role that tourism plays in the upmarket tourist development of the business. Here you set the pulse of the industry of tourism. It promotes the adoption and diffusion of new, higher standards of service and, ultimately, helping to improve the quality of life of the population.

## MASS

- The concept of mass tourism was introduced and used as an alternative to the aristocratic tourism of the XIX century to the separate expensive forms of tourism oriented on the selected audience and for tourism in developing countries, where access to tourism benefits the local population is limited because of the low standard of living.

# Tourism aristocratic -

- as a tourism, that has developed more rapidly in the Middle Ages, when tourism was the main consumer of the nobility. The young nobles often went into a kind of grand European tour to Europe: England (London), France (Paris), then - in Italy (Genoa, Milan, Florence, Rome), then - in Switzerland, Germany, The Netherlands.



THE PERSONAL EQUATION.—Ducal Butler (showing art treasures of Stillon Castle). "The three Graces—after Canova!" Mrs. Ramsbotham. "How interesting! And pray, which is the present Duchess?"

# ELITE



*Первый паровоз  
Стефенсона «Блюхер»*



# Mass tourism

- could only have developed with the improvements in technology, allowing the transport of large numbers of people in a short space of time to places of leisure interest, so that greater numbers of people could begin to enjoy the benefits of leisure time.

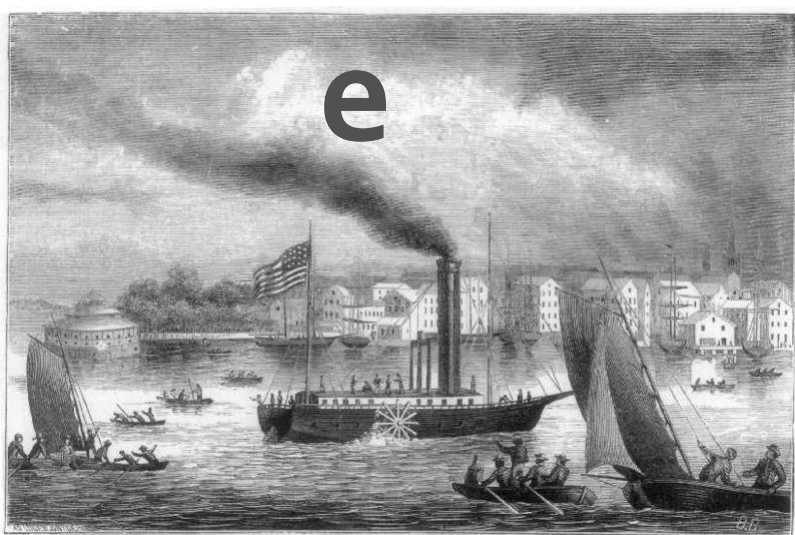




The first steamship was constructed and built by Fultonom in 1807.

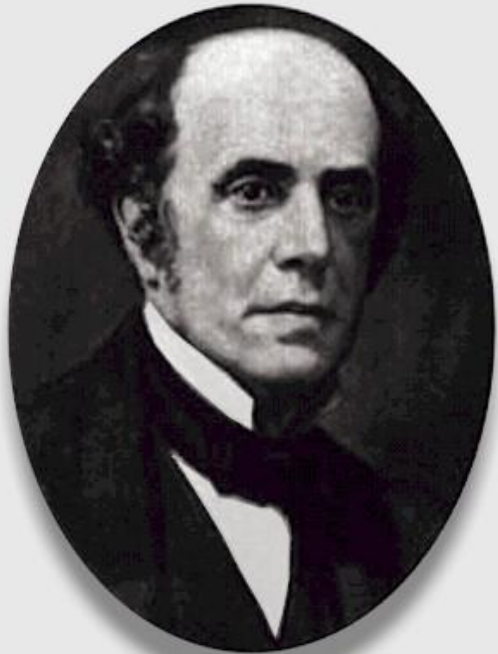
Elit

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# Thomas Cook-the founder of mass tourism



*Thomas Cook*  
1808-1892

- The father of modern mass tourism was Thomas Cook who, on 5 July 1841, organized the first package tour in history. He arranged for the rail company to charge one shilling per person for a group of 570 temperance campaigners from Leicester to a rally in Loughborough, eleven miles away.



# Advantages

## ELITE

- Was the only opportunity to see the world
- Good education
- Prestige
- Opportunity to buy unique things
- promotes the adoption and development of new and higher standards of service

## MASS

- - job creation
- - new local facilities
- - increase in economy
- - positive multiplier effect
- - boom in the construction industry

# Disadvantages

## ELITE

- is regarded only for rich consumers

## MASS

- won't involve local people

harm and kill wildlife

destroy the environment

damage the environment to  
build new hotels

lots of waste and pollution (air  
pollution)