

## Tourism - reality or appearance?



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*(Reyes Murphy)*

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GRIN Verlag Mrz 2012, 2012. sonst. Bücher. Book Condition: Neu. 211x144x10 mm. This item is printed on demand - Print on Demand Neeware - Essay from the year 2011 in the subject Tourism, printed single-sided, grade: 71% (first), University of Lincoln, course: Consumer Culture and Tourism, language: English, abstract: From buy what we need to buy what is valuable - the history of consumption has experienced some radical changes. In former times, humans, especially the working class, just bought products which they needed, due to a lack of resources. Luxurious goods could only be acquired by the nobility. Later on, a consolidation of the economy led to mass consumption through the working class as well. The consumers were not focused anymore on satisfying the basic needs only. They rather acquired products and services as to possess something that enabled them to belong to a group of higher status and that was different from the daily routine. It can be assumed that the consumers wanted and still want to possess objects with a certain value, so they rather have to be luxurious. According to Frank (2001, p. 17), we are in a luxury consumption boom as evidenced by high prices and rapidly growing waiting lists for luxurious goods. So there is a strong likelihood that consumers are more interested in products and services with a high value and quality. Furthermore, luxury spending is a trend not just among the rich; it s found among middle and lower-income earners as well (Arnould et al, 2002, p. 119). Regarding tourism, consumers seem to be more interested in spending money for touristic products and services as well. Leisure and tourist consumption has become one of U.S. consumers favourite forms of entertainment, generating more revenue than movies, spectator sports, theme parks, cruise ships, and recorded...



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