



THE OFFICIAL WORLDWIDE TOURISM NETWORK MAGAZINE

Tourismembassy aims to give in-depth information about any place in the world. It is ideal for people who love to travel and for those who are working in the tourism and hospitality industry. A salient feature of this magazine is that it serves anyone involved in the travel industry and not just the travelers.

The articles presented in Tourismembassy mag talk about the tourism industry and the latest trends that are shaping it. It also covers the technological changes

that are likely to impact the tourism industry in the short and long run.

This information is useful for those who own and run hotels, tourism companies and tour packages as it helps them to update their businesses to meet the upcoming trends and changes. Tourismembassy mag aims to help those in the_hospitality sector to attract more customers and travelers, and the information provided in this site is the first step towards this goal.



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Tourism and Disability

Enjoying a vacation once in a while is important for everyone as it gives people some time off from their regular routine. It also gives them something to look forward to and an opportunity to spend quality time with family and friends in a different environment. Further, a vacation creates unique memories that can be cherished for a lifetime and this is why it is important for every person to visit the places of his or her choice, irrespective of age or disabilities.

Currently, many places around the world are not for the disabled because of lack of accessibility. Some of the common problems met by people with disabilities include:

- No support for wheelchair in airport transfer.
- Hotel rooms, especially bathrooms, are not adapted for the disabled.
- The available staffs are not familiar with providing services for the disabled.
- Non-availability of information in an understandable format.
- Lack of restaurants or bars that are wheelchair-friendly.
- Absence of toilets in public places that are modified for wheelchairs.
- Inaccessible streets, terrain or walking areas.
- Absence of disabled-friendly equipment such as wheelchairs and hearing aids.

The lack of these amenities makes it difficult for people with physical, visual, mental and hearing disabilities to enjoy the beauty and culture of a tourist destination.

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However, the good news is that there is a greater awareness about this problem than ever before. This idea of providing a wholesome travel experience for everyone is known as accessible tourism. It is an endeavor that ensures that all places, products and services are available for all in terms of design, understanding and accessibility. Many organizations around the world are now taking this initiative to make the prominent places in their country disabled-friendly. Notable organizations that are working towards this idea of promoting accessible tourism are the Australian Sustainable Tourism Cooperative Research Center and the European Network for Accessible Tourism.

According to these organizations, popular tourist destinations should be accessible for people with all disabilities and they suggest the following measures:

- The facilities should be easily accessible to everyone.
- The transportation, whether by air, land or sea, should be possible for everyone.
- The destinations should have professionally-trained

staff who can handle the needs of the disabled.

- All the attractions, exhibits and information about them should be made accessible for everyone.
- The websites and other marketing tools should provide the right information to anyone.



In tune with these provisions, many tourist destinations are increasingly becoming friendly for the disabled. The Kapiti Island Natural Reserve in Wellington, New Zealand is a good example of such a place. The coastal area offers breathtaking view of the ocean and to make it possible for everyone to enjoy this beauty, the beaches are wheelchair accessible. Moreover, this beach is home to many native birds, thereby making it a haven for birdwatchers, especially for those with physical challenges.

Another example of such a place is the French town of Carcassonne located in the Languedoc-Roussillon region of France. The Municipal Tourist Office of this town has been committed to helping people with physical and mental challenges to appreciate the

town like other normal tourists. This is why they have a standardized parking space and wheelchair-adapted toilets in all public places. The brochures, posters and websites are created in such a way that it makes it easy for people with different abilities to go through and understand the content. The print content is available in Braille as well to help visually impaired people to know more about the place.



Also, there are audio recordings everywhere to help these people to navigate through the city. For the hearing impaired, the city offers a rechargeable personal listening device that has the power to amplify conversations. A magnetic MP3 player is also available for those without hearing aids. These initiatives have brought in a lot of tourists and awards to this small town in the southeastern part of France.



Besides these places, many natural reserves and camping grounds in the US and Canada are disabled-friendly. Some camping sites even have yurts – a shelter that has bunks for sleeping, tables, chairs, lights and heater. This is most comfortable for disabled people and they also get to revel in the natural beauty of the place like other tourists.

The above examples are heartwarming trends as it reflects the approach of the planners, local governments and the country as a whole. However, many other prominent places, especially in the developing world, do not have the same kind of facilities partly due to lack of awareness. The good news is that awareness is spreading and other places are also looking to revamp their site to accommodate people with challenges. It is hoped that in the near future, any person can visit any place without ever worrying about their disabilities.



A Glimpse into Cemetery Tourism

Cemeteries have always been considered as morbid places with no element of attractiveness to it. All that is changing now and cemetery tourism is picking steam. It a category of niche tourism that

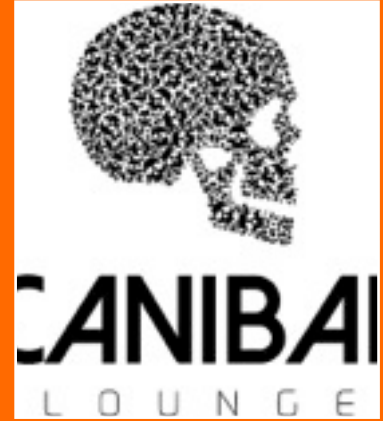
gives visitors a unique glimpse into the past history of a place. Further, it also opens the door to get a better understanding and knowledge of the local culture, the local heroes of the town who have sacrificed their life for others and even some interesting family history.

A look back at history shows that cemetery tourism has had precedence during the medieval times. Tourists have thronged to many burial grounds either in search of their ancestry or to pay respect to the people who lived in that time. The burial sites in the Roman Empire were a testimony to this practice. However, during the last few centuries, the idea of cemetery tourism was lost because of many reasons such as fear and lack of interest. Today, burial sites have become attractive places for tourists again, thanks to the efforts taken by the city councils and the different burial sites' property management.

This revival stems from the need for old burial sites to reinvent themselves as attractive tourist destinations because they have run out of space. Therefore, these burial sites are spruced and turned into relaxing oasis of greenery and entertainment.



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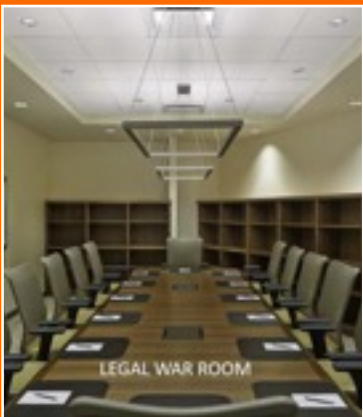
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The different ways by which these burial sites have adapted themselves is unique. For example, the Mount Auburn Cemetery in Cambridge, Massachusetts is a national historic landmark today. Founded in 1831, this cemetery is the burial site for many famous people such as Henry Wadsworth Longfellow, Louis Agassiz, George Cabot, Mary Baker Henry and so much more. This place alone has more than 93,000 burials as of 2003. The most attractive aspect of this cemetery is the garden that surrounds each burial site. The sheer number of plants and shrubs that grow here make it a horticultural haven for garden lovers. This vast amount of green space attracts many birds thereby making it one of the best spots for bird watching in this part of the country.

Another popular cemetery that has brought in tourists is the Pere Lachaise in Paris. In fact, this cemetery is the heart of Paris and one of the must-see place for any tourist. This cemetery is much more than a mere burial ground. Contrary to popular opinion about this cemetery, it is never empty of life, rather there is constant movement here in the form of tourists and locals who keep plying in and out of this place. For this reasons, Pere Lachaise is as important as Eiffel Tower or the Notre Dame and contributes in a big way to the local tourism industry.

Besides acting as cultural

identities of a place, graveyards can also help one to trace his or her ancestry. This kind of cemetery tourism is best seen in places like India where there are many European colonist graveyards. Visitors who travel to this part of the world are curious to find the graves of their ancestors, so they end up visiting more than one graveyard. A good chunk of cemetery tourism takes places in the state of Himachal Pradesh in India where there are more than 42 cemeteries that have the remains of British colonists who died here. This place has spurred a big interest among the British nationals during the last few years because of the current boom in genealogy. As a result of these cemeteries, the state saw more than seven million tourists in 2012 alone and this amounted to almost eight percent of the state's total GDP.



Irrespective of the reason for visit, cemetery tourism represents the “dark tourism” filled with spookiness, fear and other negative emotions associated with death. To help visitors truly experience these emotions, many cemeteries offer night walks or tours. A good example of such a tour is the one offered at Presbitero Matias Maestro Museum Cemetery in Lima, Peru. These night tours even come with different themes to suit the preferences of different groups of travelers. Popular themes include romance, patriotism, revenge, national leaders, presidents and even death.

In short, cemetery tourism is becoming popular and this goes to show how the industry has matured to entertain travelers with a localized flavor.



For some visitors, it is like watching a horror movie while for others it is a look into Peruvian history. The money that comes from these tours helps to maintain the facility and to provide employment for the locals who work here.

These examples show that cemetery tourism has caught on in a big way among travelers. The best part is that it is not restricted to a certain geographical area and is spread around the world. This is heartening in many ways because it not only gives a boost to the local regions, but it also gives a varied perspective to the idea of sightseeing.



Picture source:
Daily Tombstone
www.dailytombstonephoto.blogspot.com

Impact of Photos and Videos in Tourism Industry

A picture speaks a thousand words – this adage has become a core part of the tourism industry today. Beautiful images of destinations, hotels, restaurants and travel modes entice both travelers and non-travelers to experience the beauty of the place. In fact, studies show that people visit a place only when they know what to expect. Most people do not pack their bags, pick a random destination and visit that place. Leisure travels are always planned ahead of time which means travelers book rooms and have a list of things they want to do in that location. While the activities and choice of hotels may vary, it is photos and videos that help travelers to decide what they want. In this sense, pictures are more powerful than words.



The impact of photos and videos on the tourism industry has gotten a big boost after the emergence of social media and other online sharing tools. Now, it is easier than ever before to click images and share it with friends and relatives within seconds. Whether the traveler is a professional or an amateur photographer, the thrill that comes with sharing pictures

remains high. Another reason for this explosion of photos and videos is the availability of appropriate devices for photography. A few years back, only the best of professionals can afford high-end cameras and camcorders that will capture the beauty of a place precisely. Today, almost any person who is interested in photography can buy a sleek SLR camera with advanced features and start clicking right away. These devices have the capability to capture some of the most intrinsic beauty such as dew dripping from the flowers, a bird shaking off water droplets from its wings and flower petals getting blown in the breeze. It is these small aspects that truly make a place beautiful and these aspects can now be photographed, shared and preserved for eternity.

The editing software industry has also developed and this too has contributed to the positive impact of photos and videos on the tourism industry. As a result, travelers take many pictures with their digital cameras and then pick the few that captures the beauty precisely. When the blemishes in these pictures, if any, is corrected using the editing software, then the result is a stunning replica of the place. As a result, when others see this picture, they know what to expect. Accordingly, they can decide if they should visit that particular place or do that activity. The advantage with this informed choice is that travelers get a higher degree of satisfaction from their experience and this motivates them to travel more to enjoy these pleasures. This directly leads to an increase in travel, which in turn

helps the local tourism industry to get more revenue. When it comes to photos and videos, it is not just the places that attract travelers. local culture, food and customs also get a boost when videos and images are shared with the rest of the world. A good example of such a festival that has gained worldwide recognition is the Thrissur Pooram festival in the state of Kerala in India. Even a decade back, not a lot of



information about this festival was available to the western world. However, when people began to capture the colorful beauty of this festival with their technologically-advanced devices, this beauty of this festival spread to the rest the world. As a result, the last few years has seen millions of visitors during this festival and this has given a big boost to the local tourism industry. Hotels and restaurants are booked and the nearby scenic getaways are filled with people the whole week. This example alone goes to show how good images and videos can transform the local tourism in a big way.

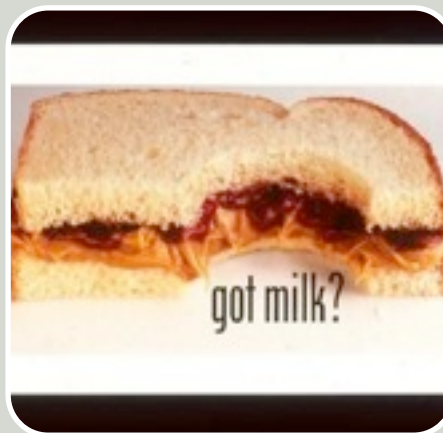
Impact of Miss Contest in the tourism industry

The tourism industry is one of the most dynamic and equally vibrant sectors in the world. This is because the sector has been integrated in the present day economy and as such its growth has become quite easy to come by. The best thing about tourism is that it is one sector that has been greatly influenced by upcoming of social events such as modeling. Notably, the annual Miss World Contest has been one of the notable factors that have enhanced tourism by a great margin. This is because of the fact that these events bring together many people from all over the world who either travel to participate in the contest or be part of the audience.

Countries that have hosted the Miss World Contest have benefitted greatly from these events mainly in respect to increase in tourist inflow. This year's contest held in Bali, one of Indonesia's leading tourist destinations has presented the country's tourism sector with a double win victory. This is because the event has not only helped in increasing the inflow of tourists in Indonesia at very incredible rates but also has put the country in a world wide spotlight. This has helped a great deal in ensuring that Indonesia's tourism is marketed globally by highlighting key

tourist attraction sites in the country.

Despite the global financial slowdown having great negative effects on tourism, the Miss World Contest has helped its host countries to be in a position to develop their tourism sectors beyond the challenges. On average, this event attracts thousands of people from all over the world with most of them being



players in the fashion industry and other types of professionals with well found interests in these events. In addition to this, the events attract millions of viewers from all over the world who tune in to their Televisions to be part of the audience of these events. This enhanced exposure for the tourism sector especially in that it helps in marketing a country's tourism jewels all over the world. The effects of such an exposure can not be quantified in any way. This is because of the fact that such a broadcast is seen on every corner of the world thereby promoting the country to billions of people.

In the planning of these events, there are several promoters who set in to market their services and products while at the same time facilitating the events. This is done through cash donations of provision of services that are required in these contests. Most of these promoters come from the heritage and tourism sectors. In most cases, the promoters seek a chance to be able to market and show the world what they sell. For products such as textiles; such exposure is quite important and effective in that it helps in promoting the products to the international audience. The best way to promote tourism is by giving tourists a reason as to why they should visit your country. Therefore by marketing products such as textiles, it becomes easy for potential tourists to build confidence and trust in the country's tourism sector.



IMPACT OF CIRCUS IN THE TOURISM INDUSTRY

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The success of Miss World Contests is quite important for the host country mainly because it presents the country as a great global tourist destination. This helps in creating a very good reputation and image about the country's tourism sector and enabling the sector to be ranked top among other global tourism industries.



In order for these events to be successful, there is need to ensure that factors such as peace and security are prioritized on. This is so as to avoid any possible inconveniences that may interfere with the events and thereby

present a wrong reputation and image about the host country.

Miss World Contest may also influence tourism indirectly, mainly through economic growth in other sectors such as infrastructure and the hotel industry among other sectors. Specifically, the development of the hotel industry is likely to have great impacts on tourism as there will be the setting of state of the art accommodation facilities. These are facilities that are able to provide guests with the best accommodation services at very affordable prices.

Countries that have previously hosted the Miss World Contests like Indonesia have reaped the benefits of these events for a very long time. This is because the events help in bringing about another side of the host country; a side that portrays great tourism potential. In the recent past, there has been great changes in the

planning of these events; changes that have seen a higher entry of participants than those in preceding years. As time goes by, it is expected that the events will



involve players in other sectors such as in the music industry and arts among other notable sectors. This in turn is set to promote the events at unimaginable margins.

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