The Structure of Travel & Tourism Industry. This is the Leiper's model: There are 5 key elements of a tourism system. Departing Travelers. Traveler Generating Region.

While many tourism studies are focused on the demand side of tourism that is, the tourist, the supply side of the industry is often overlooked. Supply is seen as being modeled by five independent components: attractions, transportation, services, information and promotion. Most important component is the tourism attraction (Gunn, C. A. 1997). The supply of recreation and tourism is a complex combination of natural amenities, recreational sites, access, and private sector business activity which is influenced by an array of factors that act to provide opportunities that satisfy leisure-based travel. Environments are examined, including a local tourist survey that points to certification's ineffectiveness as a means to influence consumer choice, at least in its current form as a voluntary, self-regulatory tool. An attempt is also made to disprove its effectiveness as a source of competitive advantage for tourism companies by considering it within the framework of competitive strategy theory. It is concluded that certification is a poor market mechanism. Consequently, elements of a model for the effective use of ecolabelling as a tool in a suite of sustainability tools in tourism in Africa, are proposed.

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