The presentation today was requested by Dr. Nelson Grayborn from Berkeley who organized a tourism anthropology group that meets monthly in Berkeley. About two weeks ago I was in Berkeley for an international conference called “The Imaginaries,” which is held annually, either at the Sorbonne or at Berkeley, and he asked if I would prepare this kind of talk. Namely, about the role of tourism in industry and as seen perhaps by those of us who are involved academically. She is well aware, was well aware, that I have a great deal of industry experience. In 1959, we organized a travel agency in Los Angeles along with a partner of mine who was Smith and had done an apprenticeship for American Express in Switzerland. We owned and operated the business in Los Angeles until I moved to Chico in 1966. We opened the office here, then, and operated it in Chico until 1979. The dates are kind of impressive. Because the year that we opened the business, 1959, was the year of the first jet flight. So we named our agency Jet Age Travel Service. We closed our office the day that they deregulated the airlines in 1979. I said that is the end of profitability and, indeed, it proved to be. Virtually all travel agencies gradually disappeared. But it's appropriate to bring back the issue now because many people having attempted to complete their travel arrangements online, using their mouse, have discovered that, either, one, they aren't getting what they want or when they do arrive at the destination something is wrong. The hotel that they thought was by the beach isn't by the beach, and they have no one to go back to, there's no recourse online. So the travel agencies are rebounding again. And one of my reasons for suggesting this topic is that many among the students engaged in the study of tourism will probably never earn Ph.D.s, probably will never teach academically, but instead will wander around saying, “I wonder why I got a degree in tourism, what am I going to do with it?” One of the things you can do with it is to now go back to the
regenerated travel agencies, utilize your knowledge and help other travelers achieve their ambitions and their goals. So that's the reason for suggesting here the electronic mouse.
This is designed, then, to indicate to you that we begin our travels normally with an image. Hence, the imaginary.
Do you picture yourself out on the golf links or do you picture yourself going to Indonesia to see the dancers and all the wonderful culture that you find there.
Or maybe you picture yourself like me, I love to snorkel. Maybe we're out there somewhere in the south Pacific or in Palau looking for lion fish. This is where we begin to think about, “Oh, I want to go there. How do I go about finding help?”
So your first step, then, is to say, “Let's go,” to yourself.
Then the second step is to begin to think about how you're going to do this. Shall I suggest, then, that tourism involves, in my opinion, three basic elements. One of them is disposable income, something you don't have to spend for room, board, lodging, and all of these other things that are essential. The second thing you have to have some leisure time not committed to work, and therefore you can make of it a pass time. And then the third factor that plays an important role is the social milieu in which you live. Is it approved to go travelling? Because there was certainly an era in the early 1950s when it was not socially approved to travel. I took my father to Europe, I took my father around the world. And he was rationally criticized in his office for spending so much money by a man who should be putting his money away in the bank for his old age. And then we went a second time and they thought he was crazy to be doing that. The third time they just about gave up. But anyway, he got to see the world. And that result is, then, that when you have those three components you're free and ready to go travelling.
I'd like to comment a little bit about the origin of travel agencies. It was Thomas Cook who in 1841 started the first travel agency. He had the impelling idea that he could take 367 people from his little town, Leicester, down to a temperance meeting 11 miles away. Now if you did that by horse and buggy you'd probably be three hours on the way, each way. With a train, my goodness, even a slow-moving steam train, he could do it in a little over an hour. So look what they did. 367 people went on a pilgrimage to a temperance meeting in a distant community far, far away. The idea soon spread. He got the idea standing by a railway station one day thinking I wonder if it's possible to do these things. He did them. He created the voucher system, he created coupons, he created traveler's checks, he invented the sleeping wagon, [Inaudible] cook that you could sleep aboard the train. Then he began to send people overseas. And I wanted to mention what I consider to be one of the most interesting of his various activities, namely in Queen Elizabeth's (actually, Queen Victoria’s) reign there were two jubilees. One 50th anniversary jubilee, she was the longest reigning monarch in history. And so for her 75th jubilee the maharaja of Jipur, a very wealthy man in Rangistan, West India, decided he wanted to appear out in honor of his beloved queen. So he wrote Thomas Cook a letter, and imagine now where this is, western India in the desert. He wrote and said I want to take my family, there are 240 of us. I want to take my two elephants, the [Inaudible], the men that will attend them, and I also want to take my pet tiger. Can you please rent a steam ship and take all of us to Rangistan to Bombay, catch the ship, and then we'll all go to London, and my family must all be quartered at Barkley Square.
Well, it all happened. Cook put it all together. It's the largest piece of business I believe he ever did. He brought the elephants to London, he got them safely ensconced out on the edge of town, the tiger and his trainer were properly taken care of, and all of his family were there. He marched in the parade, and after the event was over and they all returned to Rangistan, his highness wrote Thomas Cook a thank you letter and said you handled the arrangements perfectly and here is my enclosed check. I don't know the denomination of the check, it must have been enormous. But that's quite a piece of business for a travel agency to handle. The largest piece of business I ever handled were three faculty colleagues who decided they wanted to go around the world in a year. A year sabbatical leave. It involved 80 flights, because they went everywhere you could name. The tickets had to be written in advance, points per coupon. The coupons had all to be in chronological sequence, for three of them. Each one of those little flaps had to have a separate sheet that identified the fair construction. I nearly went berserk. And that had to be done before they left. Then all the hotels and sights, they had all of that was shipped to them quarterly by registered mail. It was an interesting piece of work, I spent many hours on that, I assure you. But Cook was quite an inventor and really did establish what this is all about.
There are archives of Thomas Cook outside London. They go back then to the 1840s, if you have an ambition toward someday doing something in the history of tourism that would be a wonderful place to begin.
Then I'd like to suggest that modern tourism originated actually in 1947 as the World War II drew to a close and [Inaudible] famous pilots returned home from flying the Burma Hump and they formed a company that was known as the Flying Tigers. I went to Europe first with the Flying Tigers in 1951; that is, I believe, 60 years ago. And as such, all I can say with reference to it is we got there, but it took four days and three nights. We flew Los Angeles to New York, stayed overnight at the airport, we boarded our flight and headed for Europe. We got as far as [Inaudible] bay, known in [Inaudible] Baffin Island and the weather closed in. Of course it was non-jet. It was an old DC-6. And as such, we overnighted in army barracks. We got in the plane the next day and flew on to -- we hoped Europe -- and we got as far as Reykjavik in Iceland, and the weather closed in, so we sat down and we stayed overnight in another army barracks. And on the fourth day we then finally arrived in Paris. By the time we opened the travel agency in 1959 I had been around the world three times on non-jet aircraft. I don't want to think about that any more.
In any event, let's move on and suggest that the beginnings then show that travel agencies were beginning to emerge to handle passengers like me, who first booked the other, and then decided that maybe we better go into business after all. So where do you find travel agency training? There are possibly about four ways you can do it. There's internships in Europe and there are also apprenticeships in Europe, and also internships in the United States. Another way to do it is through private commercial schools, and we then have a number of those in operation, and I suspect they will rebound again, as the individual passenger out there fumbling around with a mouse decides it would be better if he went to an agency. And then there's also -- what is known then as the private schools and I'll mention one of those in a moment. And then the United Nations World Tourism Organization has a series of wonderful schools that are held about one per country that teach all of the various aspects of hotel management, career training, and so on. We then have a course on our campus, here in the department, on the anthropology of tourism that seems to be vanished, and maybe Dr. Fox will revive it. Beyond that, what we had started in 1980 on campus was shifted over to recreation and parks management and is in the field of recreation now.
Let's move on and suggest, then, that as the travel agent begins to deal with passengers, you begin to think about how they work and so on. And the travel institute becomes the final point of training. Keyed there with a symbol, it does provide professional training and also it provides a number of advanced opportunities for travel, otherwise known as familiarization tours. And they're often offered by countries and/or hotels and/or by whatever, and they invite you to come at a greatly reduced cost. I can remember a family trip to Hawaii, like $50 for four days, including air fare, hotels, and meals. A way to get the agent out on the field, out of the office, and see what it is he's trying to sell. And consequently, that kind of travel opportunity is available. There's also advanced training available for those that have two years of experience, can take an online course at the institute and get the certification as a travel associate, a CTA. After five years experience, equivalent to an MA in tourism, there is the CTC. I am a CTC, of course. In any event, it's nice to know that in [Inaudible] Massachusetts is an organization that's been in operation now since 1964 and continues on offering these kinds of opportunities.
When you as an individual go into a travel agency, the travel agent immediately begins to do what we say, “qualify.” And our methods of qualification are basically two. Number one, the five “Ws.” Who are you, what is it that you want to do, when do you want to go, where do you want to go, and why are you doing this. Why is sometimes very important. They came in and said they have to go to a funeral. Oh my. That's the person you don't want to say as they go out the door, “Have a nice trip.” Oh, no, you have to say something like, “I am so sorry you have to make this journey, I hope you come back some time when we can serve you a little better.” But you have to somehow or other key this. Then the other side of it is the three As. And we're assessing you, and I have a diagram I'll distribute a little later on or show, at least, about age groups. Because tourism varies enormously by generation. People of one age group, like the baby boomers, baby boomers are big right now because they're reaching 65, there's 10,000 baby boomers a day retiring in the United States. They're going to start drawing Social Security, they're going to go on Medicare, it's going to upset the national budget, and they're also going to look at their 401s and their 503s and say, “I don't have to go to work, I have the leisure time and the money, let's go travel.” And they are eager to get out and go travelling. And some day they discover that, oops, what then cost $8,000 is now costing $11,000, and so the prices are escalating upward. So age becomes a very important issue as the agent assesses who you are. And you usually have about 20 minutes with a client to figure out all of these details with them, the where and what and why and all of that. And then we go onto the next thing, which is, shall we say, “agility.”
And I use that as a phrase to represent are they suitable for a motor coach tour, for example. Can they get up every morning at 6, have the bags out at 7, eat breakfast at 7, and be ready in the motor coach at 8 and go all day? Maybe they are and maybe they aren't. But you watch for mannerisms and flickers of the eye and all sorts of things that might indicate to you something about their agility. Then of course there's also their ability. Ability in part to maintain that stress, but also the ability to pay. So the travel agent then begins to think more closely about the various aspects about all of this.
Now, in point, then, about the travel agent's skills and the benefits, as I said earlier, the professional publications that may come along and assist them. And they are numerous in number, Travel Agency, Travel Age West, and so on, the financial familiarization tours, and also as we noted, then, the institutional research.
So let's move on and say with reference to the agent and client interaction you sort of try to establish a range of what it is that they want to do. The smart move is to offer them a tentative suggestion, would you be interested in this hotel or are you interested in any one of the islands in Hawaii, is there a preference? See if you can get them interested in something that you can begin to build upon. And then follow up, obviously, on the return. If you had a good time, tell others. If something went wrong come tell us. And I think that is one of the important factors that is playing the role today for the redevelopment of the travel agency is the fact that people have no recourse off the online purchases except to blame themselves for having made a bad choice. No one wants to say that. So instead, they can go back to the travel agent, complain, and I can assure you there's many and many a day in my twenty years of experience that I have fought for the client. One, insurance when they were entitled to the insurance and the insurance company didn't want to pay it. And all sorts of other conventions that possibly come along. So we suggest then, a little bit more.
Now let me turn away from the agency aspect of it to a little more of the academic. I think it very interesting to note that as the numbers of the years go by and the speed of travel increases from first the horse and buggy, then to the steam train of our time of Thomas Cook, and then we come over to the advent of the aircraft, first the non-jet and then the jet. The speed of travel has a great deal to do now with the size of the travel market, which is an enormous and constantly changing figure. A little bit down right at the moment because of the crisis, financially, and the political crisis and so forth. But I think it's fun to play around with it.
I want to mention, then, that there are essentially five generations. I have copies of the chart if any of you would like to take one home, and I want to tell you that I'm in the process of playing around now with this chart for another kind of study and perhaps another publication. But let's take the first three. The depression kids. I'm a depression kid. I fit into this category, I belong, I was born in 1926, and as such, here we are. Well we are over the hill, as far as most of us are concerned. We're mostly in the cemeteries or we're in the rest homes. If we're not, well, we're here giving a lecture and hoping that you understand this and that we still make sense. So then, where are we? Here we are. I'm going to Antarctica, again, in January. I'm looking for a roommate, incidentally. It's spring break, actually winter break. It's between the semesters, leaving the 26 of December. So if anybody has some stale cash, it might be an opportunity. Beyond that, let's turn to our children. Our children are for the most part born right in the war, during the war years. There are not very many of them, and they're sometimes called the silent generation, the swing generation. They are very much like their parents, I'm very frugal, I drive a 12-year-old car, I don't spend money on cars but I spend lots of money on travel. I don't eat out very much, I don't lavish on anything, I am very frugal, I keep my hand in, because I remember the era that I got a quarter for Christmas. That was a big gift. I got to go to a show and buy a malted milk, and I got to do that once in the year. So that means a lot. So here are these kids. They inherited, they grew up with parents like that, who were very frugal, conserve, use it up, make it do, wear it out, don't buy anything stupid.
So here they are. They now are moving into the aging category, they are now in health clubs, they're trying to build themselves up so they can keep going. They belong to the generation of Lawrence Welk and Love Boat and all of that. And there they are. Also more interested, probably, in elder hostels than they are in the more vigorous and dynamic kinds of travel. The baby boomers, who I spoke of earlier, represent a group that were born right at the end of the war. And it's a relatively short span time. They are independent, they know everything, they grew up having everything, their parents lavished on them everything that they possibly could, because they had done without. So if you needed a new car, buy the best new car you can get. Everything they wanted they got. So now they're coming out of the work age and they're looking at what these returns are going to be. And suddenly, they want to prove themselves. They want to show that they can do it. So they're going to go on adventure cruises and do all of these wonderful things that they have been wanting to do all along. And what may happen as a consequence of the financial crisis I'm not sure. I think there will be some pretty unhappy baby boomers down the road.
In any event, let's look at Generation X. Generation X are some of you, in all probability. Born in of the years 1960 to 1990, 1965 to 1990. And you may recognize yourself as falling into these categories. Many times, unfortunately, because of the baby boomer's mentality, marriages didn't last, they got dissatisfied, women's lib, feminism also entered into it, and consequently, we find that frequently they're from broken homes, they're seeking personal identity – Who am I, where do I fit in the scheme of things? – and this is generally what they're interested in. As an age group, they're travelling, they travel more toward the extended heights, they're the kind of people who go to Nepal, on drugs, as they did I would point out frequently, in an era, and well, they're out there, and you may know them better than I do. Then we come to Generation Y, the echo boomers. They're echoing what their grandparents had. They're coming along here in the 1980s to the year 2000 or thereabouts. And it's been a time when expanding economy, money was being made, new things are being developed, new technology, they're whiz kids on all of the technology, and every one of us says I sure wish I had a grandkid living with me to know how to make this thing work. But be that as it may, they're an interesting group, and again we find out they're into travel and they certainly are involved in back packing. They're into all kinds of unusual things, but particularly, back packing, well yeah, sex, too. Just reading a fascinating book about the island of Majorca and the British tourists who are coming to Majorca, and of course sex is very prominent in Europe anyway, more so than in the United States, as a vacation item. But in any event, there's the generation. Now I'm coming down here and toying with the fact that I think we have a new generation coming up.
And I'm calling them XYZ. Z, here, now they're 10 years old, they're 9 years old, they're doing Twitter and they're beginning to think about networking, even as the others were very much involved in networking. They see that this works, and they're already beginning to do this. They're also finding identity problems and we're beginning to see a lot in the papers about the bully, and bullying in relationship to non identity and not knowing what to do with all of these people. What I hope to achieve with this is -- as a result of conference in Berkeley and a number of contacts established there, I'm going to try to take this into a venue, namely to see if we can draw up similar profiles for the oncoming guests coming into the United States and travelling in Europe and elsewhere. Bearing in mind, if you will, and it will probably show up on the slide a little bit later on. Of the world's 9 billion people, half of them are Asian. That's 50%. 25% are African. And the other 25% are the Europeans, the North Americans, and the South Americans. The Asians want to go and see Europe, they want to come eventually to the United States. We don't know what it is they want. Who are they, what generation do they belong to? What kinds of things does their generation represent, and in their heritage. This is our heritage. That's not their heritage. So we need to know more about this, and I'm hoping to be able to redesign this graph and have one for China, one for Japan, one for India and so on, that we could hand out in industry and say this is who your new clients are going to be and this is what they're looking for.

A sample of that is one I think is very interesting. The Chinese for example.
I was in Trier, the capital of Luxembourg, about three years ago, and on a tour bus, listening dutifully to the information presented. And when I heard, “There were 40,000 PRC Chinese visited Karl Marx's house here last year,” “Huh? 40,000 PRC Chinese?” Well, it was a hot afternoon. So I got off the tour coach, found it was a very, long hot walk. I made the long, hot walk. I got down to Karl Marx's house and confronted the lady at the desk and said how many PRC visited you last year? She said, “40,000.” So the man had been correct. I doubted it. Then I got to thinking. They didn't come as tourists, they came as pilgrims. He's the head of the communist religion. So that's what they wanted to see. So we need to know that PRC people are interested in things that relate to communism and/or Karl Marx's house. We also know that the Chinese have always held all of their assets in gold. Gold. They don't go to banks, they don't trust banks, so they hold it in gold. So the jewelers in France and in Switzerland caught on to that and they decided ah, the way to deal with this is to have a soiree. Let's invite the Chinese to a party, to our place of business. Let's have a nice evening with tea and some little cookies and let's have some models wearing the newest fashions in gold jewelry. Hey, they're making millions off of it. So the Chinese, they like communism and they like gold. So that's two things that we learned about them. I think we have a lot more to learn. But that is my goal. And as I say, if any of you have any ideas about it, I have some copies of the chart to distribute to you.
So let's suggest, then, that we might go on and look at other aspects of it. There are as a part of training always business conferences, and there are also the kind of conferences, the academic conferences, that we who work in academia rather than in the agency side of it also like to go to. We share ideas and we learn a great deal about them. We hope some of you will come to the conference being held with a number of papers this upcoming Saturday. A representative example, widely defused topics, and it's a very interesting small conference, and I'm very, very proud to see that it's being here, held on campus. So what we think of then are the travel opportunities, and also the destination choices. And then for the other opportunity that I would point out is that event tourism is one of the best and fastest growing fields of employment that I know. Everybody is holding events, and events require managers, and they pay well for the managers if they do a good job.
Now when the mouse fails then you follow your travel agent. The travel institute then, as I point out, does a good job and they do rank you and give you some appreciation for skills.
Now I'd like to move on, then, looking at how the world has changed. World population in 1900, 1-and-a-half billion people. Look at the distribution of those cities. All of them are in the northern hemisphere, the largest one in the world was London, followed by New York, and then Paris, Berlin, Boston, Vienna, [Inaudible] Chicago, Philadelphia, Tokyo, and Calcutta. Now it's important to understand that, because in 1900 -- that was the distribution. And at that point in time those cities that are listed were all the capitals of colonial empires. And those colonial empires dictated where people went. If you lived out in one of the colonies you went immediately, if you ever had a chance to go away from home, you went immediately to the home land. If you were British living in a British colony like India, your place to visit, to be, to know, was to go to London – Then you had been to the center of the world, as it were. So the distribution was highly significant.
Moving then to 1950, this is the year right after the war, first decade right after the war, World War II. And as such, in that year, 50 new nations were created. Colonial empires fell apart during World War II, and as the United Nations was formed, 50 new nations appeared on the face of the Earth. No longer was there that tie to go back, as the British, as an Indian, go back to London. Maybe from now on you would do business better if you went back to China, beginning to think about industrialization and the changing markets and so on. So the world cities begin to change. So New York is now Number One, Shanghai is Number Two, and London has dropped down to Number Three. Tokyo has moved up from the bottom to four, and now Peking is rising, emerging in there with 6.6 million people. So the distribution of tourism is taking place as the world population grows.
The third one, then, is 2010. That's last year. I don't have any statistics yet for this decade, but we'll have them some day. And we find that the world population is now at 9 billion. And look at where the cities, the largest cities of the world are. Tokyo is Number One. Followed by Sao Paulo in Brazil, huh, down there? A large city? Bombay, Shanghai, Lagos in Africa. Beijing, Dacca, Bangladesh. I heard today that a lot of Bangladesh people are in Libya, they were refuges there. And now they're being buffeted about and don't know what to do, what are they being from East Pakistan, Bangladesh, over in Libya. Escaping from something there. And then we look at Jakarta, and New York now dropped down to number nine, and Mexico City is emerging also. So you can see how the distribution is changing and where our new travelers are going to be coming from. Hence the need to identify these people from these other cultures that are not so well known to us, and the demands and the personalities and so on that they represent.
We know, as they say, estimate that the world population is in 2010 about 9 billion. 50% Asian, 25% African, and then we raise the question of where do these new tourists come from, what it is do they want, and so on, as we go on.
So we come, then, to my other remaining topic. One that interests me and I've written a number of papers utilizing this as a mechanism. If we're going to understand that as travelers going abroad and wanting to travel in these various areas, how do we size up, how do we analyze a new locale? And this is my set of guidelines. No matter where I go, wherever there's a little settlement or a nation or even a new school, it matters not. My four H's start off with habitat, heritage, history, and down at the end, the handicrafts. The habitat to me is basically geography. My BA and MA were in geography, and it still shows very readily, when I get out in the field, that's the first thing I look at. Where is this place? Where is it located? What kind of public transportation, what kind of access do these people have? What holds them together, what is their climate, strong winters, as in New England, or is it sunny summers, as in Chico? Are we looking at a landscape –what kind of a landscape is it? Is it a forested area, a desert region? What's the proximity, where are we in relationship to other people? Then following along with that, what's the transport? Many people have the idea that it would be wonderful if the Eskimo, the Inuit in northern Canada, for example, would build a game lodge here. And they could come, and they could come and fish. There's very good fishing in some of those northern Canadian waters. But when they say to them, “You ought to build a resort here,” I shudder, because it’s in the Inuit mind, oh, I make money if I make a resort here. Then they stop to think about very high tariffs that it takes to fly in there. Everything has to be flown in to build a house with, you have to have personnel, you have to have food, and the cost just accelerates.
And they back off and they don't understand. And I try to go to tourists and say don't say that, they don't understand the problem of where this is and the expense of creating the resort and it will not work out, it will not pay for itself. In any event, we look also at the types of occupation, housing, the resource base, and also of course the location of timber reserves, and soil, and last but not least some of the mineral wealth that may exist in the area. So that's sort of setting the ground, setting the stage. Then what is their heritage? And heritage to me is largely born by language. So people belong to linguistic stocks, and then they belong to linguistic families, and they have come from someplace and they brought a lot of those ideas with them. Even in border areas today, there still are remnants of old linguistic stocks, on the border line between, for example, in China and areas such as Vietnam. And so you've got – we’ve got linguistic stocks and languages. Then they bring with them the religion, and the religion changes sometimes. If it does, it changes slowly. Their social organization is also usually a part of their heritage. It's a way of viewing the other members of your community. Certainly the Inuit linguistic/social organization is entirely different from ours. And political systems, and also the values that are tied in with all of those. You go from that, then, to the area of history. History to me is their out to disrupt heritage and habitat. War is very important. No one ever wins a war. The people who win have lost so much that it becomes questionable whether they will ever regain what they had before they fought the war. The United States is a case in point.
Most Americans do not understand that the reason that our cars are being manufactured outside the United States is that India and China have iron ore and coal. We have a large iron ore deposit in Minnesota, the Mesabi Range, one of the world's finest. We put it all into building Jeeps and tanks and tankards and all of the other war-time equipment was virtually finished. I am sufficiently concerned about it. In 1947, probably, I was travelling across the United States, and we drove up to the Mesabi Range. I went to the door of the mine. There was no activity. I rapped on the door, a man said, “Come in.” I said, “Is this the Mesabi range?” He said, “Yes.” I said, “Well, there's no mining taking place.” So he said, “Let me explain to you.” So the head of the mine himself took us down to the bottom of the mine, we drove all the way down and looked at the iron ore that wasn't there. And he explained, and he said you remember the great -- the building of the Saint Lawrence waterway? And I said, “Yes, connect the Great Lakes to the Atlantic ocean.” He said, “How many billion dollars did that cost?” And he named them. And he said, “And you know why?” And I said I hadn't thought about it. He said it's because we import all of our iron ore from Labrador and Venezuela. We gave up our iron reserves as a nation in order to win World War II. So if I make my point, war is always costly, no matter if you emerge the victor. Then floods, obviously, are a major upsetting. Everywhere in the world we've seen that happen over and over again, as it's currently happening in the middle west of our own country. Then there's the question of the earthquakes. Look at the recent one in New Zealand and the earthquakes that happen all around the Pacific realm around the line of the volcanoes in the weakening area of the Earth's crust. And then there's also disease. Diseases spread quickly and we know this is one of the problems that people encounter.
And it sweeps across an area. And I will point out that there is an area of toxicity in western China, particularly the area around Chang Du, which is usually the take off point to fly into Tibet. And the reason there is a surplus of selenium in the soil. And it gives rise, then, to a problem of toxicity. They're more subject to disease. This is where all the Chinese flus emanate. Almost all the world diseases emanate out of that one area alone. A friend of mine, a neighbor, as a matter of fact, is one of the state animal inspectors, and they encountered the same problem over on the west side of the valley, down toward the Delta of San Francisco. The animal livestock there were having problems because the same excess of selenium in the soil. Nothing you can do about it. The Chinese live there and then they develop these diseases and they get transported around the world and we have these Asian flus. The last item here, handicrafts, is really more than just the handicraft. It is instead the element of what are the raw materials with which they have to work. Do they have hardwoods, and therefore they make teak and all of this, or do they have only softwoods and they build different styles? Are they Arabs and had to build out of sand and what little bit of the mortar they could find? And so they have square, blocky houses, and then they developed the keystone arch. You can go on and talk about all of those things. So it's more than just the toys and the souvenirs and so on. But it's all of the other elements that fit into it, with the exports and the trade, and all of that. So that is my key, my own personal way of evaluating an area, if I want to venture to a new city or a new country or a new destination. I am going a couple of weeks in Sicily. I've never been to Sicily before. So I'm going to Sicily for nine days, looking around to see what the Sicilians are like, and different, and how they differ from the normal Italians. And I am sure I will find some basic differences. But this is my guideline for self analysis.
The 4 H table is a useful tool for individuals who seek to understand cultural diversity as they travel.

Tourism is as old as humanity, everyone visits family.

Enjoy!

So we say then that “The 4 Hs” are useful for individuals and they’re also useful for tourism as it reflects, then, the ideas of going and seeing. Let's go. Going to those destinations that we really want to see. And thus, I say, let's go!