

# Tourism Planning and Destination Marketing



Edited by  
Mark Anthony Camilleri

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EDITED BY

**MARK ANTHONY CAMILLERI**

*University of Malta, Msida, Malta*



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INVESTOR IN PEOPLE

*Dedicated to Adriana and to our special kids, Michela and Sam.*

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# Preface

The marketing of a destination relies on planning, organisation and the successful execution of strategies and tactics. Therefore, this authoritative book provides students and practitioners with relevant knowledge of tourism planning and destination marketing. The readers of this publication are equipped with a strong pedagogical base as they are presented with conceptual discussions as well as empirical studies on different aspects of the travel and tourism industries.

The readers of this book will acquire a good understanding of the tourism marketing environment, destination branding, distribution channels, e-tourism as well as relevant details on sustainable and responsible tourism practices, among other topics. They will appreciate that the tourism marketers, including destination management organisations (DMOs), are increasingly using innovative tools such as digital media and ubiquitous technologies to engage with prospective visitors. Hence, this book also sheds light on contemporary developments in travel, tourism, hospitality, festivals and events.

Chapter 1 introduces the readers to the tourism concept as it describes the travel facilitators and motivators. It explains several aspects of the tourism product, including visitor accessibility, accommodation, attractions, activities and amenities. It categorises different travel markets such as adventure tourism, business tourism (including meetings, incentives, conferences and events), culinary tourism, cultural (or heritage) tourism, eco-tourism (or sustainable tourism), educational tourism, health (or medical tourism), religious tourism, rural tourism, seaside tourism, sports tourism, urban (or city) tourism, wine tourism, among other niche areas.

Chapter 2 offers a critical review and analysis of relevant literature on the tourism product's experiential perspective. The authors suggest that the customers' experience is affected by cognitive, emotional, relational and sensorial aspects.

Chapter 3 examines Plog's model of venturesomeness. The author provides a thorough review of 26 studies that have adopted this behavioural model. He maintains that this model could be used to identify the travellers' psychographic characteristics as he correlates them with the destinations they visit.

Chapter 4 focuses on the co-competition features of tourism destinations. The author held that (competing) tourism service providers, including destination marketing organisations often cooperate to deliver positive customer experiences. In addition, he explained how seasonality and colocation issues can influence specific features of co-competition and collaborative practices in tourism destinations.

Chapter 5 explored the residents' attitudes towards incoming tourism at Punta del Este, Uruguay. The authors suggest that the respondents were perceiving economic benefits from increased tourism figures. However, the same respondents indicated that they were aware about the sociocultural costs of tourism.

Chapter 6 appraises readers of the notions of sustainable and responsible tourism. It traces the origins of the concept of sustainable development and includes a critical review of key theoretical underpinnings. The author provides relevant examples of the social, environmental and economic impacts of tourism in vulnerable or sensitive climates.

Chapter 7 investigates the foreign tourists' experiences of Japan's Tateyama and Hirakawa rural areas. The author suggests that the tourists' experience of rural tourism has led them to appreciate the Japanese culture.

Chapter 8 sheds light on the eco-tourism concept. Following a thorough literature review, the authors imply that the service providers ought to identify their visitors' motivation for eco-tourism destinations.

Chapter 9 clarifies how emerging technologies, including augmented reality (AR) and virtual reality (VR) are being used in the travel and tourism industries. The authors introduce the readers to the term, 'phygital' as they argue that the tourists are seeking physical and virtual experiences. They suggest that AR and VR have the power to blend together the individuals' perception of real and virtual spaces.

Chapter 10 explains the importance of organising events for destination marketing. The authors suggest that festivals and events can create a positive image of a destination. The destinations' ongoing activities may lead to economic benefits to tourism operators as well as to the community at large.

Chapter 11 posits that the destinations marketers ought to formulate their strategies prior to the planning and organising of events. The author contends that the effective management of events relies on stakeholder engagement, attracting sponsorships and the use of interactive media.

Chapter 12 describes Smart Tourism Local Service Systems (S-TLSS) that are intended to facilitate the engagement among various stakeholders. The authors suggest that S-TLSS supports the tourism planning and destination marketing in Caserta, Italy.

In sum, this authoritative publication is written in an engaging style to incite the curiosity of its readers. It presents all the theory and the empirical studies in a simple and straightforward manner. This book reports on the global tourism marketing environments that comprise a wide array of economic, sociocultural and environmental issues. It explains how ongoing advances in technology are bringing interesting developments in the tourism industry and its marketing mix.

This book was written by academics for other scholars, researchers, advanced undergraduate and postgraduate students; as it provides a thorough literature review on different tourism topics, including destination marketing and branding, sustainable and responsible tourism, tourism technologies, digital marketing, travel distribution and more. It is also relevant to the industry practitioners, including consultants, senior executives and managers who work for DMOs, tourism offices, hotels, inbound/outbound tour operators and travel agents, among others.

## Chapter 1

# The Planning and Development of the Tourism Product

*Mark Anthony Camilleri*

### Abstract

This chapter introduces its readers to the concept of tourism. It sheds light on the rationale for tourism, as it explains the tourists' inherent motivations to travel. It also describes different aspects that together make up the tourism industry. Tourists travel to destinations that are accessible to them. They require accommodation if they are visiting a place for more than 24 hours. Leisure and business travellers may also visit attractions, and engage in recreational activities. Hence, the tourist destinations should have the right amenities and facilities. In this light, this chapter clarifies how destinations may offer different products to satisfy a wide array of tourists. Tourism products can include urban (or city) tourism, seaside tourism, rural tourism, ecotourism, wine tourism, culinary tourism, health tourism, medical tourism, religious tourism, cultural (or heritage) tourism, sports tourism, educational tourism, business tourism (including meetings, incentives, conferences and events), among others.

*Keywords:* Tourism; hospitality; airlines; travel; marketing; destination; destination marketing; tourism intermediaries; travel agencies; destination management; accommodation; low cost airlines; Airbnb.

### Introduction

This chapter describes the main sectors within the travel, tourism and hospitality industries (Gee, Choy, & Makens, 1984; Robinson, Fallon, Cameron, & Crotts, 2016). It provides a good overview of the vertical and horizontal interrelationships between different sectors (Camilleri, 2018a; Fick & Ritchie, 1991). First, this chapter describes the nature of tourism and individuals' inherent motivations

to travel. Second, it distinguishes the constituent parts that make up the tourism product, including accessibility, accommodation, activities, attractions and amenities. Third, it suggests that tourist destinations are increasingly attracting a wide array of travellers who may have different needs and wants.

## **Defining Tourism**

Individuals become tourists when they voluntarily leave their normal surroundings, where they reside, to visit another environment. These individuals usually engage in different activities, regardless of how close or how far this environment (destination) is (Hall, 2008; Holloway & Taylor, 2006; Jafari, 2002). Therefore, tourists are visitors, and what they do while visiting another place may be considered as tourism. Back in 1963, the United Nations Conference on International Travel and Tourism agreed to use the term ‘visitors’ (other than residents) to describe individuals visiting another country. This definition covered two classes of visitor: tourists were classified as temporary visitors staying at least 24 hours in a destination. If they are travelling for recreation, health, sport, holiday, study or religious purposes, their visit could be categorised as leisure. Alternatively, excursionists, including cruise travellers may be considered as temporary visitors, if they stay in a destination for less than 24 hours. However, these definitions fail to take into account the domestic tourists. In 1976, the Institute of Tourism (which later became the Tourism Society) suggested that tourism is the temporary short-term movement of people to destinations outside the places where they normally live and work. Therefore, tourism includes the movement of people for all purposes, including day visits or excursions (Cooper, 2008; Holloway & Taylor, 2006).

This broader definition was slightly reformulated at the International Conference on Leisure Recreation Tourism that was organised by the Worldwide Network of Tourism Experts (AIEST) and the Tourism Society in Cardiff, in 1981: ‘tourism may be defined in terms of particular activities, selected by choice, and undertaken outside the home environment. Tourism may or may not involve overnight stay away from home’. In 1991, the United Nations World Tourism Organization declared that ‘Tourism comprises the activities of persons travelling to and staying in places outside of their usual environment for not more than one consecutive year for leisure, business or other purposes’. At this stage, one could differentiate between domestic and international tourism (Yuksel, 2004). The former refers to travel that is exclusively undertaken within the national boundaries of the traveller’s home country. The latter refers to travel within the borders of one’s home country. Domestic travel will have an impact on the balance of payments and will reduce the outflow of money from the tourists’ home country (Mathieson & Wall, 1982).

### ***The Nature of Tourism***

At this stage, it is important to realise that there are two types of travellers: there are those who travel for reasons of business. Others may travel for personal motives, including visits to friends and relatives (VFR travel); study; religious pilgrimages; sport; health, etc. For the first group, the decision to travel, and where to go, is

largely beyond their control. The business travellers will have little discretion in the choice of their prospective destination, or on the timing of their trip. Generally, the purpose of their trip is not to enjoy the destination's attractions and facilities. Business travel is usually arranged at short notice and for specific and brief periods of time; the duration of their itinerary may often be as short as a day (Swarbrooke & Horner, 2001). In this case, there could be a substantial journey time involved. For these reasons, business travellers need the convenience of frequent, regular transportation facilities, efficient, reliable services and good accommodation facilities (in terms of accommodation and catering) of a high standard, at their destination (Jafari, 2002). Very often, business travellers are less concerned about the cost of travel, as their employer could be paying for their travel arrangements (Gustafson, 2012). Higher prices will not deter them from travelling, nor will lower prices encourage them to travel more often. Therefore, there seems to be inelastic demand for business travel (Arnott, De Palma, & Lindsey, 1993; Brons, Pels, Nijkamp, & Rietveld, 2002; Gillen, Morrison, & Stewart, 2003:). However, leisure travel is highly elastic for those travellers who are price-sensitive. The lower prices for holidays to particular destinations will usually lead to an increase in the aggregate numbers of travellers (Hall, 2008). Frugal tourists will usually shop around for affordable holidays (Xiang, 2013). Therefore, they may be prepared to delay their travel, or to book well in advance of their travel dates, if this would translate to a significant reduction in their travel costs (Russo, 2002).

The growing disposable income among many populations from developed and developing countries is having an effect of reducing price elasticity for many holiday makers, as upmarket winter sports holidays, cruises, special interest and long-haul travel continue to attract a greater proportion of travellers (UNWTO, 2016).

### *The Ability to Travel*

Beyond price, there are other reasons why specific tourism products (e.g., airline service or certain types of holidays or resorts) are chosen, as opposed to others. The demand for tourism is dependent on whether the potential traveller has the ability to travel (i.e., travel facilitators) or the desire to travel (i.e., travel motivators). Leisure time and disposable income are two of the most important travel facilitators in tourism. They are called facilitators because they are factors that may actually facilitate or enable individuals to travel. There are other factors that may also affect the persons' ability to travel. Alternatively, these may limit the ability to travel. These factors include

- **Age** can affect the ability to travel either through health restrictions, or through financial limitations;
- **Stage in the family life cycle:** Travellers may have the money and the time at their disposal, but family commitment may preclude travelling;
- **Political stability and peace:** Although this issue may not prevent travelling; it may limit the tourists' choice of destinations. There may be restrictions that may be imposed on nationals of some countries for political reasons, including conflicts, wars or acts of terrorism.

Different people consider different qualities in destinations. For example, some individuals may value sporting facilities, others may prefer social life and night clubbing. Travel for leisure and pleasure could involve a wide range of human emotions and drives that may be difficult to explain. However, the motivations to travel relate to the individuals' will to travel. The motivators are the factors that could explain why people do what they do, they also seem to justify the individuals' behavioural intention. They are intrinsic, and could relate to the human beings' inner feelings, emotions and beliefs, as they arise out of needs and wants. Motivators may be conscious and subconscious and are often deeply embedded in one's psyche. Tourism planners, developers and promoters need to identify why people choose to travel, when some necessity compels them to do so. What motivates them to travel to a holiday destination? It is obvious that tourism satisfies some human needs. The question is, which ones? The travel motivators may be divided into four categories, as featured in [Table 1.1](#).

Undoubtedly, a large number of people wish to travel. Therefore, the tourism industry has a vested interest in determining the following: what motivates individuals to travel? What motivates them to engage in specific tourism activities, and to choose one destination as opposed to another? The prime motivation to engage in pleasure travel is the desire to be elsewhere, even temporarily from the routine constraints and stresses of everyday life.

Table 1.1: Travel Motivators.

Category	Motivations
Physical	Refreshment of body and mind for health purposes; participation in sports; pleasure (or fun); excitement; romance; shopping and entertainment; among others.
Cultural	Curiosity about foreign countries, people and places; interest in art, music, folklore and architecture; interest in historic places (remains, monuments and churches); experiencing specific events (e.g., Olympic Games, etc.); among others.
Personal	Visiting friends and relatives; meeting new people and seeking friendships; seeking new and different experiences in different environments; escaping from one's own permanent social environment (desire for change); personal excitement of travelling; visiting places and people for spiritual reasons (including pilgrimages); among others.
Prestige and Status	Pursuit of hobbies; continuation of education and learning; seeking of business contacts and professional goals; conferences and meetings; ego enhancement and sensual indulgence; fashion, keeping up with others, etc.

Source: Camilleri (2018a).

Sharpley (1994) contended that the motivation to travel may be attributed to extrinsic or intrinsic factors. Extrinsic tourist motivation is often influenced by a need to escape from the pressures and conditions of life in a tourist's home society. Therefore, the need for tourism could have been developed from the individuals' antithesis to work. Conversely, the individuals' intrinsic motivation to travel may arise from deep-rooted, psychological needs, such as self-esteem, or a need for companionship. Sharpley (1994) held that the tourists' motivation results from a variety of social, economic, demographic and psychological factors that are peculiar to each individual tourist. The author went on to suggest that these factors are not constant and may change through time.

## **The Tourism Product**

The major function of tourism industry is to serve travellers. Its success depends on the positive interrelationships among all sectors. It is hoped that this synergy among tourism service providers will translate to a positive experience to the individual tourist. Basically, tourism comprises four main sectors: (i) transportation, (ii) accommodation, (iii) ancillary services and (iv) sales and distribution.

Tourism would not exist to the extent that it does today if tourists are not able to travel from one destination to another, in a quick and efficient manner. Transportation is what makes this possible. The transportation available to the tourist can be divided into air, water and land. The tourists' need for transportation can be divided into three groups: transportation from the point of origin to the host country (destination) and return; transportation between host destinations, where tourists travel to more than one destination and transportation within host destinations.

Generally, air travel is used to reach distant destinations. For the shorter distances, tourists may travel by car, train and sometimes by boat. Travel between host destinations could be undertaken by air, although this may well depend on how far they are from their country of residence. Different means of transportation are normally used within host destinations. Frequently, tourists would like to experience different forms of transportation, which often add colour to their overall tourism experience. Many countries offer unusual forms of transportation including cable cars, funicular railways, monorail, punting, jet-boating and rafting, among other options. These alternative transport vehicles are an attraction within themselves. For instance, the Emirate of Dubai is currently evaluating the construction of a fast transport link through a hyperloop system that could potentially reduce travel times to tourists and residents alike. The hyperloop's vacuum-sealed pod transportation system is a futuristic passenger and freight transport system. Its promoters allege that this innovative technology could reach near-supersonic speeds.

## **Transportation**

### *Air Travel*

Air transportation can be separated into national (or domestic) and international flights. Domestic flights depart from one point to another within the same country. International flights depart from a point in one country to a point within

a different country. Travellers may travel through public or private companies. Airlines may offer scheduled, chartered, low-cost, commuter or regional services, operating to / from their country. Very often, they may also have smaller airlines which operate air taxi services, nonscheduled services and sight-seeing tours.

**Scheduled and Chartered Services.** The scheduled and chartered tour arrangements may have fixed itineraries as transportation service providers are expected to operate regardless of the numbers involved. Yet, in times of disruption or in any emergency, scheduled services usually accommodate distressed passengers, other than chartered services. The main difference between scheduled and chartered services is price. The majority of tourists who prefer to preorganise long-distance travel arrangements may usually opt for scheduled transportation, for this purpose. This is where the selected means of transportation operates according to a fixed timetable. Therefore, the scheduled flights will operate regardless of numbers.

The charter flights which encounter technical or other problems may not have the same ability to meet the needs and wants of their passengers. The chartered service is usually cheaper as the producer of the tour is able to negotiate better prices for the charter of a whole aircraft and/or for large block bookings at hotels.

**Legacy Airlines.** National airlines (also known as legacy carriers) carry the bulk of the world's scheduled air traffic under the flags of over one hundred nations. For example, American, Delta, United, Air Canada, Aero Mexico, British Airways, Lufthansa and Qantas would be considered legacy carriers. Many of these flag carriers have a long history, as they may have started their operations in the first half of the twentieth century. They may also be considered as full-service carriers (particularly during long-haul journeys, where they provide in-flight service). They typically own a broad and varied fleet, with many different types of aircraft. Usually, these airlines may have an extensive route network, as they operate to domestic and international destinations. A trend among legacy carriers is to outsource short-haul and medium-haul flights to regional airlines.

Legacy airlines started differentiating their product as they created and innovated many of the comforts on board their aircraft, including the inflight entertainment that passengers enjoy while travelling. Many legacy airlines offer a multitude of higher-end travel services and even offer airport lounge facilities, among other services. They offer these services as they collaborate with other airlines through partnerships and codeshare agreements, alliances and mergers.

Full-service, legacy carriers may be equated with 5-star hotels, which offer complete luxury for their guests' sumptuous experiences (Camilleri, 2018b). The 5-star hotels offer many facilities, hire many employees and offer posh real estate as opposed to smaller hotels. Moreover, the smaller hotels may not be located in best locations. They may have less employees, as most services are do-it-yourself. The low-cost hotels may offer only basic facilities to their guests.

**Low-Cost Carriers.** The concept of low-cost carriers (LCCs) is based on the idea of delivering low fares to induce demand. Attaining low-cost requires high efficiency in every part of the business. The key components of the LCC business model are the following: high aircraft utilization; no frills, including, no inflight entertainment, no business-class seating and the use of a single type of aircraft. The cabin interiors may be fitted with minimum comforts, no seat-back video screens, no reclining seats and blinds. These airlines may choose to carry advertising inside the cabin to increase revenue. Meals and beverages are usually paid for in full. Moreover, LCCs may typically cut overheads by flying to / from more remote airports (with lower access charges). Some airlines also extend the definition of 'frills' to include standard services and conveniences; for example, a no-frills airline may charge passengers additional fees for check-in luggage, for using airport check-in desks or for priority boarding, among other services. LCCs keep their costs down as they do not print their own tickets. Passengers are also encouraged to check-in online. Moreover, LCCs may be strict when it comes to no-show guests, as they do not allow cancellations, and may not offer refunds for missed flights.

LCCs' processes are kept as simple and straightforward as possible. They usually operate a single type of aircraft. This way, pilots, flight attendants, engineers, mechanics and operations personnel are specialised in a single type of aircraft. This means that there is no need for costly re-training of staff to operate different types of aircraft with their own specifications, and for maintaining an extensive inventory of spares.

**Legacy Versus LCCs.** Currently, passengers cannot combine their low-cost travel arrangements with other legacy airlines' reservations. LCCs operate a simple point-to-point network, unlike the legacy carriers who usually provide onward connectivity options through other airlines (Camilleri, 2018c). If they have more than one travel itinerary that includes a LCC, they cannot have their luggage labelled and passed from one flight to another (as it is the case for legacy airlines). Unlike the full-service carriers, LCCs do not use the same global distribution systems (GDSs), which are very costly. LCCs have kept their distribution channels as simple as possible. They usually sell their tickets through the internet (Buhalis & Law, 2008), via their website or via price comparison sites, like Kayak, Google Flights and Momondo, among others. Their fares are usually paid by credit cards and debit cards. LCCs may not utilise many sales offices and they do not rely on the travel agents' services. This allows them to save costs, which are usually reflected in their prices. However, LCCs would usually contract specialised call centres for telephone sales and customer service issues.

### ***Water-Borne Transportation***

There are many forms of water-transportation, including ocean cruises, ferries and hovercrafts, passenger cargo ships, river cruises, house boats and yacht charters. Cruising in particular has staged a revival after many years of decline.

Whereas cruises are designed for pleasure, ferries provide a necessary means of water transport for both passengers and cars, over short distances. Recently, short-sea (ferry) vessels have also achieved new levels of comfort and speed on many routes. Technological developments have helped to reduce high operating costs, while new forms of water transport have been developed, such as hovercrafts, jet foils and the twin hulled catamaran ferries.

**Ocean Liners.** Line voyage services are those that offer passenger transport on a port-to-port basis, rather than as part of a cruise. Ships supplying these routes are known as liners. Some former ocean liners operate as cruise ships, such as Marco Polo. However, their use is diminishing. The only dedicated transatlantic ocean liner in operation is Queen Mary 2 of the Cunard fleet. She also has the amenities of contemporary cruise ships and offers significant services like cruises.

**Cruising.** A cruise ship or cruise liner is a passenger ship that is used for pleasure voyages, where the voyage itself and the ship's amenities are a part of the experience, as well as the different destinations along the way, that is, ports of call. Transportation is not the only purpose of cruising. In fact, many cruises return passengers to their originating port (this is known as a closed-loop cruise), with the ports of call that are usually in a specified region of a continent. The cruise ships are divided into the following categories:

- **Traditional Cruises** which provide a holiday at sea, sailing from and returning to the same port. This itinerary could last from 7 to 15 days with 5 or more ports of call.
- **Fly cruises** involve the transportation of passengers by air from a home base to join a cruise ship at a certain port. Afterwards when the cruise trip is completed the passengers will return by air to their origin.
- **Cruise and Stay** is a combination of a fly-cruise and ground arrangement, where the passengers stay some time in one of the ports of call.
- **Mini-cruises** are short cruises of 2–5 days duration and are often operated by car ferry operators during low season.
- **Educational cruises** include special lessons on board and often relate to a special interest of the passengers.

**Ferry Services and New Modes of Crossing Channels.** The term ferry is one which embraces a variety of forms of short-distance, water-borne transport. This includes urban transport, in cities, where outlying suburbs and surrounding towns are reached by water. Ferries of this type also attract tourists, either as a convenient form of local transportation or as an original way to view the city.

In spite of the introduction of new fast ferries, alternative and still faster forms of water transport are becoming popular on many short- and medium-range routes. With a certain degree of novelty, hovercrafts, hydrofoils and catamarans have improved water-transportation services with benefits of speed and convenience. Hovercrafts ride on a cushion of air above the surface of the water.

A hydrofoil is a lifting surface, or foil, that operates in water. They are similar in appearance and purpose to aero foils that are used by airplanes. A catamaran is a multi-hulled watercraft featuring two parallel hulls of equal size. Catamarans range in size from small (sailings or rowing vessels) to large (naval ships and car ferries). The structure connecting a catamaran's two hulls range from a simple frame strung with webbing to support the crew to a bridging superstructure incorporating extensive cabin and/or cargo space.

**Other Water-Borne Transport.** The attraction of water offers many other opportunities for tourist activity, both independently and in forms which have been commoditised and packaged for the tourist. Inland waterways, particularly, lakes, rivers and canals provide exceptional opportunities for recreation and tourism. Where there is a large river, there is normally some form of river cruising. Houseboats are usually found in canals or on rivers. These forms of accommodation offer flexibility for independent travellers who can navigate their own houseboat. They combine accommodation and travel on the waterways. Boat rentals and yacht charters are highly competitive businesses, particularly during the high season (i.e., in summer, as the weather permits).

### ***Land Transportation***

Travel on land gives a choice of travel by rail or road, with the latter offering travel by car, coach (or bus) and campervan.

Travel by rail is readily available in most parts of the world, and combined air-rail travel has become quite frequent. Generally speaking, trains offer two classes of service: first and second class. Long-distance trains normally carry sleeping or couchette cars.

Cars are a popular means of transportation and these may be privately owned or rented. The increase in private car ownership has changed travel habits of tourists. For instance, the fly-drive packages have adapted to the needs of the motoring tourists. Very often, car rental companies collaborate with airlines as they offer services, such as rental locations at most airports; rent-it here, leave-it-there systems (often referred to as one-way rentals); free world-wide reservation services with no cancellation fees; chauffeur-driven services in many countries; and special 'unlimited mileage' plans. In addition, taxi services are provided in all major cities in all continents.

The hotel and catering industry responded to these developments by building motels and hotels, roadside cafes and restaurants along transport routes as they benefited from accessibility.

### **Accommodation**

The accommodation sector comprises different forms of hospitality facilities which can be conveniently categorised as service (where catering is included) or self-catering establishments. Service accommodation may consist of hotels, bed and breakfasts (B&Bs), travel inns and the like, whereas self-catering