

500-word essay on “Tourism: Destinations... it’s all about the experience!”

Every destination has its own uniqueness to attract people traveling around. However, different people may gain different experience from the same destination, or same people may experience differences even if they travel to same places but at different time. The glamour of tourism destinations explains why people always dream of traveling around the world. It’s all about the experience!

In fact, you can gain experience even if you have not been to a destination. Before you plan to have a trip, you may obtain the “word-of-mouth” of the destinations from your friends, or be influenced by the marketing efforts, such as TV programmes and tourism exhibitions. Then, you start to search the information of the destinations through different channels for instance, the tourism board and internet. Therefore, before you reach the destinations, you may have already enjoyed the virtual experience of your journey.

Most of the people’s journeys simply aim on having relaxation by which they can escape from the busy reality. Gold Coast, Phuket, the Maldives, Bali, Langkawi and so on, all these destinations provide “sun and sea” for tourists to enjoy leisure activities for example, spa, swimming and jet ski. They also provide wonderful scenes for couples to have honeymoon trips with romantic experience. If you wish to

have excitement, sport tourism is a good option for a piece of the fantastic memory. Skiing and paragliding in Switzerland or bungee jump and diving in Gold Coast are full of excitement. You can also be an audience to get an unforgettable experience through visiting world-owned stadium and watching sport matches. Participating in one of the matches in the Barclays Premier League in Manchester Old Trafford Stadium or NBA in Los Angeles Lakers, the travelers may have the live experience in a brilliant atmosphere which they never can gain in front of their TV set at home. Who will not be excited one if you can personally interact with C. Ronaldo or Kobe Bryant?

If you want to seek for the authenticity of a destination, cultural and heritage travel definitely will fit your needs. Practically, culture and heritage have long contributed to the appeal of any tourist destination. You may gain an authentic experience from the indigenous sites that represent the stories and people of the past and present, such as the Pyramids of Giza in Egypt, Chichin Itza in Mexico, or the Statue of Liberty in the USA. These all are the masterpieces of human genius that even some stories are still hidden behind. Tourists can reach the “origin” through experiencing the customs, traditions and historic architectures of the destinations.

You can also find some exceptional experience from religious destinations, which are

niche markets with a large market potential. Tourists are more likely to seek peace and solace due to an increasingly turbulent and uncertain world. These are more than the intrinsic element of the tourism fabric resulting in a spiritual experience. Tibet is a good example for religious tourism. Its diverse variety of magnificent natural scenery, monasteries, cultural artifacts and mysterious religion have attracted and fascinated travelers to visit. Visitors can seek to experience a sense of identity with the sites rich in, historical and cultural meanings and through, the religious festivals or other tourist attractions associated with these historical or cultural events.

No matter if the experience is virtual, relaxing, romantic, exciting, indigenous or spiritual, tourist destinations have to deliver every tourist a memorable one. Traveling to a destination will be definitely a valuable asset to one's recollection of fond and sweet events. As the old Chinese saying goes, "knowledge enhancement is not just achieved by reading ten of thousands of books, but better attained by travelling tens of thousands of miles", we can learn and broaden our horizons more from practical experience than from any theory in a book. "Tourism destinations, it's all about experience!"