

Chapter 2

Tourism and sport at the local and national scales



2.1 The Grand Canyon is a tourism hotspot in Arizona, USA, attracting five million people annually, 83% of whom were from the United States.

The growth of tourist hotspots

When looking at tourism in urban areas, we can distinguish between primary and secondary tourism resources. **Primary tourism resources** are those factors or attractions which are the main reasons that tourists may want to visit a particular city. They are the pre-existing attractions for tourism or recreation that have not been built specifically to attract tourists. Primary tourism resources may be broadly categorised into factors such as the climate, scenery, indigenous culture,

historical and heritage buildings, religious and natural ecology, including plants and animals.

Secondary tourism resources are the facilities provided to support tourism in an area, including accommodation, shopping, restaurants, entertainment, transport, and information services. These facilities are important for the success of tourism, but they are not usually the main attractors of visitors.

There are some tourist destinations that attract especially large numbers of tourists, and these are known as **tourist hotspots**. Table 2.1 shows the ranking of world's most popular tourist destinations.



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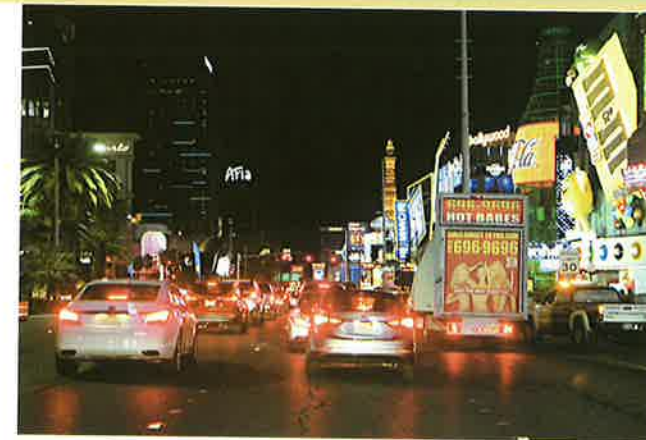
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Table 2.1 The world's 40 most visited tourist attractions

Rank	Tourist attraction	Number of visitors per year
1	Las Vegas Strip, Nevada, USA	39,668,221
2	Times Square, New York City, USA	39,200,000
3	Central Park, New York City, USA	37,500,000
4	Union Station, Washington DC, USA	32,850,000
5	Niagara Falls, Canada/USA	22,500,000
6	Grand Central, New York City, USA	21,600,000
7	Faneuil Hall, Boston, USA	18,000,000
8	Disneyworld, Orlando, USA	17,536,000
9	Disneyland, Anaheim, USA	15,963,000
10	Forbidden City, Beijing, China	15,300,000
11	Grand Bazaar, Istanbul, Turkey	15,000,000
12	Disneyland, Tokyo, Japan	14,847,000
13	Notre Dame Cathedral, Paris, France	13,650,000
14	Golden Gate Park, San Francisco, USA	13,000,000
15	Disneyland, Paris, France	11,200,000
16	Epcot, Florida, USA	11,063,000
17	Sacré Coeur Basilica, Paris, France	10,500,000
18	Tsim Sha Tsui Waterfront, Hong Kong	10,088,493
19	Pike Place Market, Seattle, USA	10,000,000
20	Zócalo Square, Mexico City, USA	10,000,000
21	Disney Animal Kingdom, Florida, USA	9,998,000
22	Disney Hollywood Studios, Florida, USA	9,912,000
23	Universal Studios, Osaka, Japan	9,700,000
24	Great Smoky Mountains National Park, Tennessee, USA	9,685,000
25	Navy Pier, Chicago, USA	9,200,000
26	Musée du Louvre, Paris, France	9,200,000
27	Great Wall of China, Beijing, China	9,000,000
28	South Street Seaport, New York City, USA	9,000,000
29	Pier 39, San Francisco, USA	8,500,000
30	Sydney Opera House, Sydney, Australia	8,200,000
31	Smithsonian Museum of Natural History, Washington DC, USA	8,000,000
32	Islands of Adventure, Orlando, USA	7,981,000
33	Disney California Adventure, USA	7,775,000
34	Ocean Park, Hong Kong	7,436,000
35	Victoria Peak, Hong Kong	7,000,000
36	Smithsonian Air and Space Museum, Washington DC, USA	7,000,000
37	Eiffel Tower, Paris, France	7,000,000
38	Everland, Gyeonggi-do, South Korea	6,383,000
39	British Museum, London, UK	6,701,036
40	Disneyland, Hong Kong	6,700,000

Based on data assembled by Huffington Post in 2014 from 16 sources. Figures from some sources have been rounded.



2.2 The Strip in Las Vegas, Nevada, USA, is the world's most visited tourist attraction. Tourism here is based on secondary tourism resources, which are busiest at night time.



2.3 The Forbidden City in Beijing, China, is the world's most visited tourist attraction outside the United States. The Forbidden City, also known as the Palace Museum, is the 9,000-room residence and offices of the emperors of China, the last of whom was overthrown in a revolution in 1911. Parts of the Forbidden City, such as Hall of Supreme Harmony, shown here, are often very crowded. Unlike the scene in figure 2.2, tourism here is based on primary tourism resources.

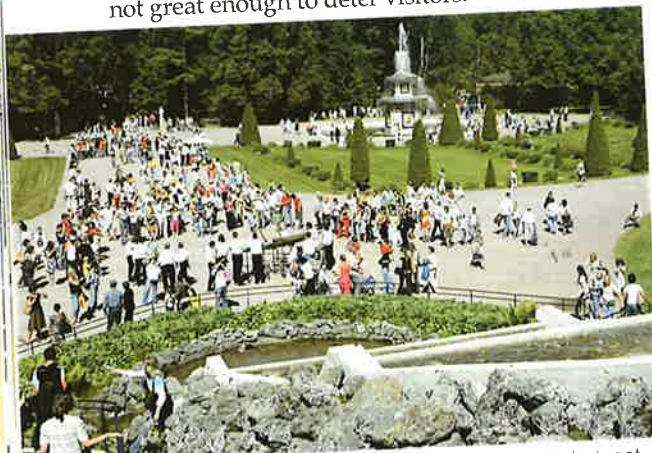
The ranking of tourism resources shown in table 2.1 shows the importance of domestic tourism in the United States, which is substantial because of the large size of the country's relatively affluent population. The ranking also shows that many of the most popular tourist attractions in the United States are based on secondary tourism resources (such as theme parks). On the other hand, popular attractions outside the US are usually based on primary tourism resources, with the notable exception of several US-owned theme parks in places such as France, Japan and Hong Kong.

For a destination to become a tourist hotspot, several **factors** are required, including:

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- The destination must have **appeal** to a large number of people. This may be because of its historical or cultural significance (such as Angkor Wat in Cambodia) or its appeal to families (such as Disneyland in several countries).
- The destination must be **well-known**, either because of its historical or cultural significance (such as the Forbidden City in Beijing) or because of effective **marketing and promotion** (as is the case with many theme parks).
- The destination must be easily **accessible**. Depending on the location, this may mean being near an airport, having public transport available or providing extensive car parks.
- The destination must be **affordable** and perceived by potential clients as representing good value for money.
- The destination must be in a **safe** environment, where the risks of crime, terrorism or disease are not great enough to deter visitors.

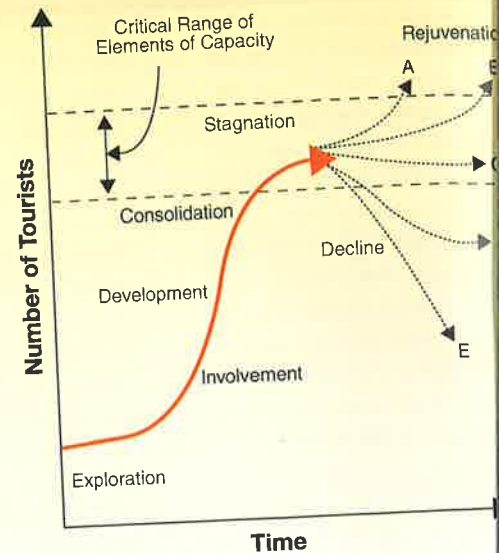


2.4 Peterhof (also known as Petrodvorets) is a tourism hotspot 30 kilometres west of Saint Petersburg, Russia. It is a palace built by the Czar Peter the Great in the early 1700s that has extensive gardens. Much of the palace was destroyed during fighting in World War II, and was re-built in the 1950s. Visitor numbers were fairly small until the breakup of the USSR in late 1991. Since that time, it has become much more crowded.

Stages of tourism

Several geographers have attempted to describe the processes and the impacts of tourism by developing models. These models shed light on the human and physical factors that explain the growth and decline of rural and urban tourist hotspots. One of the best known models is the **Butler Model**, which

attempts to describe the cycle of evolution of a tourism area (figure 2.5). The model identifies seven stages of tourism development over time.



2.5 Butler's model of the evolution of a tourist destination. The seven stages in Butler's model are:

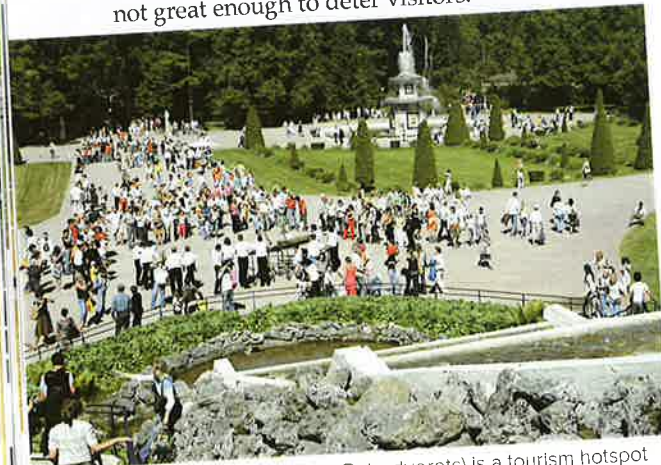
- **Exploration:** A small number of tourists independently explore a new location for reasons such as personal adventure or to experience new cultures. At this stage, the economic, social and environmental impacts are virtually zero.
- **Involvement:** As acceptance of tourists by local people increases, the destination becomes better known and more popular. Travel and accommodation facilities are improved, and



2.6 Very basic tourist facilities, such as this accommodation facility at Turmi in southern Ethiopia, characterise the 'exploration' stage of tourism.

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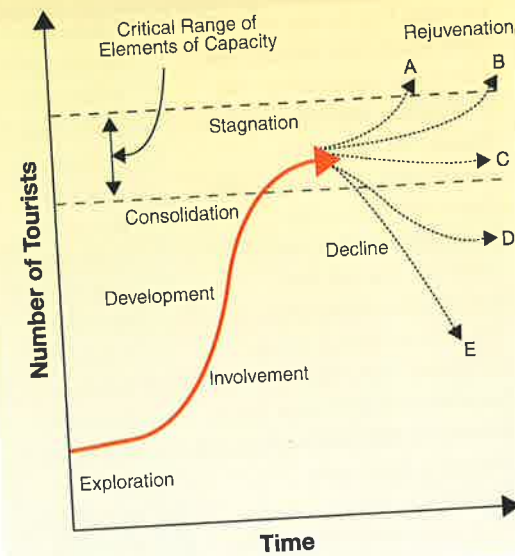


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A typical scene in an emerging area of tourism, illustrating the 'involvement' stage of tourism. Tari, in Hela province of the northern highlands of Papua New Guinea, is a relatively remote and undeveloped tourist destination that appeals to limited numbers of intrepid trekkers and adventurous travellers. Accommodation around Tari is provided by local people of the Tari tribe, typically in basic guest houses like the Makara Bird Lodge shown here.

local people become more involved in the emerging tourist industry.

- **Development:** Investment by outsiders begins to flow in to the area, and local people become more involved, attracting more visitors. The area begins to emerge as a well-known tourist destination, pitched towards a defined market. In poorer countries, control often passes from local people to organisations based in wealthier countries. This leads to more package holidays, increasing tourist numbers and less local involvement.

Consolidation: Tourism becomes established as an important economic and social activity. It begins to have a serious adverse impact on traditional economies and lifestyles. Agricultural land is taken over for building resorts, usually without significant benefits for the local community in terms of increased wealth or employment. Resentment often occurs in the local population. Tourist numbers continue to rise, although rate of increase slows down.

Stagnation: Local opposition to tourism continues to grow, and there is a growing awareness of the environmental, social and economic problems brought by tourism. Negativity effectively stops further growth.

There is a decrease in the number of tourist visits,



2.8 In contrast to the scene shown in figure 2.7, the 'development' stage of tourism occurs when local people are employed by overseas companies in low order jobs such as cleaning and waiting. This view shows part of a resort hotel in Tamarindo, Costa Rica, that is owned by a Spanish company,

suggesting that the original cultural and physical attractions have been lost.

- **Decline:** The area decreases further in popularity, either severely or mildly (paths E and D in figure 2.5). Multinational tour operators move elsewhere and local involvement may increase to fill the vacuum. However, these local operators may be under-funded, leading to a further decline in the area's attractiveness to tourists.

- **Rejuvenation:** A secondary growth spurt may occur, induced by some new factor such as new investment, falling prices or advertising (paths A, B or C in figure 2.5). The loss of original natural attractions may be compensated for by new



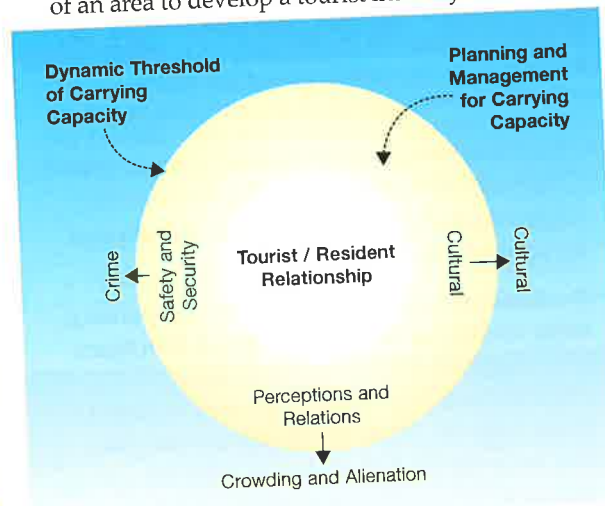
2.9 This street scene in Havana, Cuba, illustrates the 'decline' stage of tourism. Multinational tour operators, especially those based in the United States, have moved elsewhere for political reasons, leaving behind a decaying and poorly maintained tourism infrastructure.

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constructed facilities. A new and different type of tourist may be attracted, perhaps with different socio-economic backgrounds or demographic profile.

Figure 2.10 shows a different tourism model that attempts to provide an alternative explanation of the changes described in Butler's Model. Known as the **Hawkins Model**, it examines the factors that affect the demand for tourism in a particular area, and the forces that may limit the carrying capacity of an area to develop a tourist industry.



2.10 The Hawkins Model of the carrying capacity of tourism in an area.

Whereas Butler's Model describes the changes in tourism when the tourism is market-driven, the Hawkins Model attempts to take into account a broader set of factors. The Hawkins Model shows how the positive attitudes that may exist at first between tourists and local residents can change and become more negative as the threshold of the area's carrying capacity is reached.

The concept of carrying capacity in tourism will be explored in detail in chapter 20. For the purposes of the Hawkins Model, it is sufficient to understand the World Tourism Organisation's definition, which states that **carrying capacity** is "the maximum number of people that may visit a tourist destination at the same time, without causing destruction of the physical, economic, socio-cultural environment and an unacceptable decrease in the quality of visitors' satisfaction".

At the centre of the Hawkins Model is the relationship between tourists and local residents.



2.11 Central to the Hawkins Model is the relationship between tourists and local people. In this view, local people sell souvenirs to foreign tourists from the United States who emerge from La Merced Church and Convent in Guatemala.

The outer edge of the coloured ring is the maximum number of tourist numbers that an area can support. The inner edge of the coloured ring is the minimum number of tourists in an area. The width of the coloured ring will oscillate in and out of the carrying capacity according to many variables, the most important of which are shown on the diagram – safety, security, perceptions and relations, and the quality of the contact between people of different cultures. In reality, there is a wide range of factors that can **limit** an area's tourism carrying capacity.

Ecological factors:

- climate
- vegetation
- animal life
- landscape
- water

Political factors:

- legislation
- administrative capability
- individual priorities, goals and attitudes

Physical factors:

- accommodation
- water supply
- sewage systems
- transportation and access
- visual attractiveness

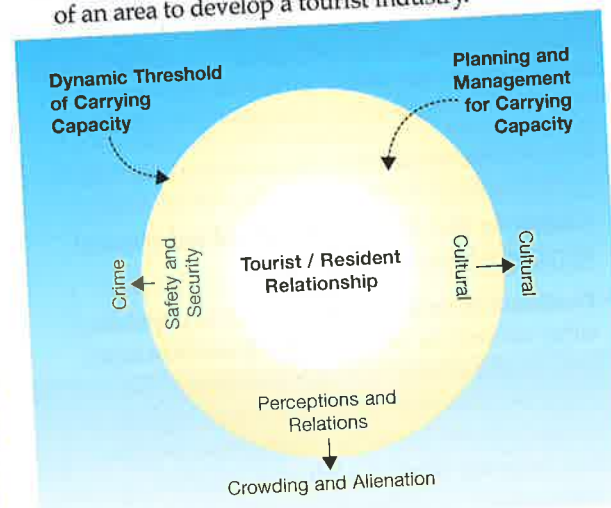
Economic factors:

- personal income
- living costs

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The outer edge of the coloured ring is the limit of tourist numbers that an area can support. The inner edge of the coloured ring is the minimum, or threshold, number of tourists in an area. The width of the coloured ring will oscillate in and out according to many variables, the most important of which are shown on the diagram – safety and security, perceptions and relations, and the nature of the contact between people of different cultures. In reality, there is a wide range of factors that can limit an area's tourism carrying capacity:

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- labour costs
- resort technology
- resort investment

Local residents' experiences:

- invasion of privacy
- involvement in tourism
- benefits from tourism
- tourists' sensitivity and behaviour

Visitor experiences:

- volume of people
- visitor behaviour
- levels of service
- local hospitality
- visitors' expectations

QUESTION BANK 2A

1. What is the difference between primary tourism resources and secondary tourism resources?
2. Describe and account for the pattern of tourism hotspots shown in table 2.1.
3. What are the key factors in explaining the growth of tourist hotspots?
4. Do you think the names of each stage in Butler's Model are adequate labels? Can you suggest better names?
5. Describe what happens during the third phase of Butler's Model (Development).
6. Using examples that you know about, explain why some resorts have declined in popularity.
7. With reference to a tourist resort that you know about, describe its attractions and its problems.

Spheres of influence

The leisure hierarchy

A **hierarchy** is a system or organisation in which people or groups are ranked one above the other according to status or authority. Hierarchies exist at many levels in geography. Within cities, most people understand that there is a hierarchy of retail activities. In other words, we tend to find a small number of very large department stores (usually in the city centre), a larger number of medium sized stores (perhaps in the suburbs), and an even larger number of small shops selling convenience goods that are purchased at a high frequency.

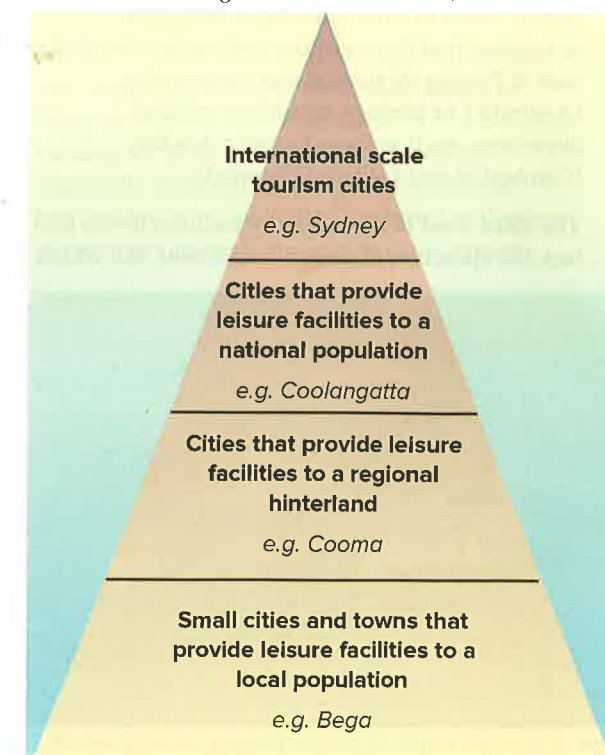
Each of large department stores attracts customers from a large area, known as its **sphere of influence**.

By contrast, each of the large number of small shops draws its customers from a much more local area. Thus, we can say that each of the small shops has a small sphere of influence, whereas each of the large shops has a large sphere of influence, meaning there is a **direct** (or positive) relationship between size of shop and its sphere of influence. We could also say that there is an **inverse** (or negative) relationship between the number of stores of each size and their spheres of influence.

Hierarchies also exist for urban settlements. Most countries (as well as states and regions within countries) have a large number of small settlements, and a smaller number of progressively larger settlements. In general, most people have to travel shorter distances to reach smaller shops and settlements than large ones because there are more small shops (and settlements) than large ones.

The same principle applies to the area of sports and recreation, where it is termed the **leisure hierarchy**. Figure 2.12 shows the leisure hierarchy as it might apply in one country, but the principle could be applied to most places.

At the **top level** of the hierarchy are international cities with a strong attraction to tourists, such as



2.12 The leisure hierarchy, using Australia as an example.

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New York, Paris, London, Hong Kong, Sydney and Singapore. These cities tend to have large international airports that have the potential to draw visitors from all parts of the world with famous attractions, galleries and museums. Furthermore, they have well developed leisure facilities that appeal to people of many disparate tastes.



2.13 The signs in Hong Kong's Central district indicate a wide range of tourist-oriented services, including shops and restaurants.

At the **second level**, towns and cities whose leisure facilities are significant at the national scale are found. Some of these cities have particular attractions that draw visitors, such as beaches in the case of Penang (Malaysia) and Coolangatta (Australia), or perhaps significant cultural attractions, such as those found in Angkor (Cambodia) and Lalibela (Ethiopia).

The **third level** of the hierarchy includes towns that lack the attraction of second level towns, but which



2.14 St George's church in Lalibela, Ethiopia, is a rock-hewn building, created by excavation from the surrounding stone.

nonetheless attract visitors from their surrounding region. These cities may have weaker transport connections that limit visitor numbers (such as Akureyri in Iceland and Lijiang in China), or simply fewer features to attract visitors from afar despite their relatively large size (such as Birmingham in the UK or Novosibirsk in Russia).



2.15 Shops in Lijiang, China.

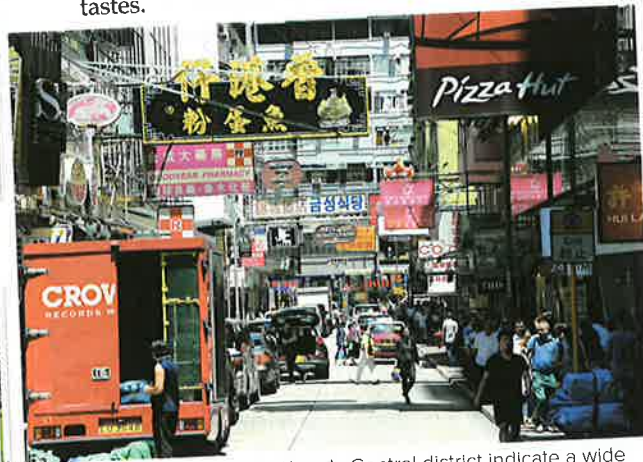
At the **lowest level** of the leisure hierarchy are towns that provide leisure facilities to the local population, but which attract few if any tourists from further afield. The types of leisure facilities such towns will depend on cultural factors, but may include cinemas, parks and video games. In less economically developed countries, the range of leisure facilities may be even more limited, and in many villages in developing countries, they may be limited to a foosball facility or a public table tennis table.



2.16 This cinema in Whitehorse, Canada, illustrates a facility that caters exclusively for a local population. Residents in the surrounding rural area might travel to Whitehorse simply to visit the cinema, tourists would

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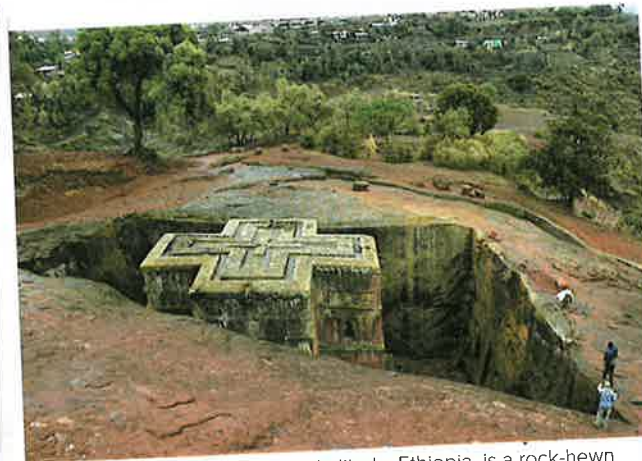
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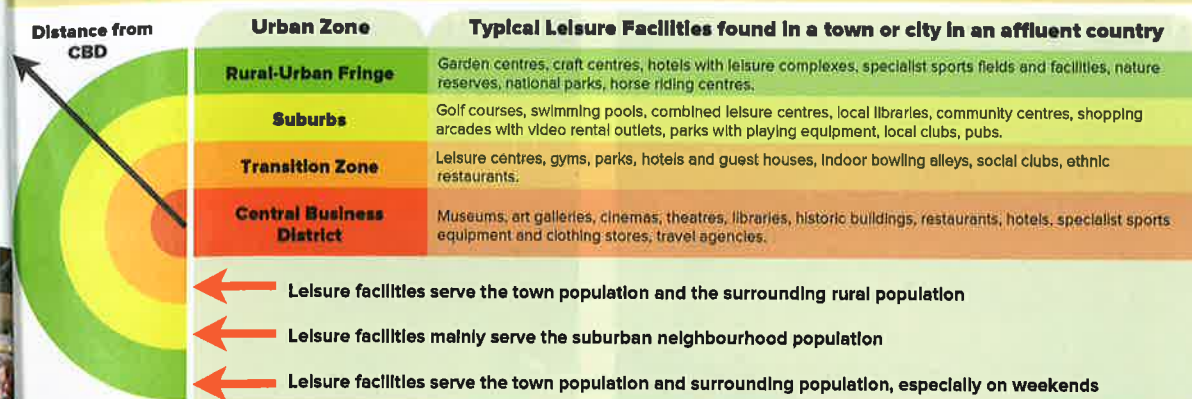
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2.16 This cinema in Whitehorse, Canada, illustrates a leisure facility that caters exclusively for a local population. Although residents in the surrounding rural area might travel into Whitehorse simply to visit the cinema, tourists would never

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7 The provision of leisure facilities in a typical town in a more economically developed country.

Intra-urban spatial patterns

The economic forces that operate to develop leisure hierarchies between cities also work within urban centres, developing distinctive spatial patterns of recreational and sports facilities.

In general, land towards the centre of towns and cities in more affluent societies has **higher value** than land on the periphery. Therefore, recreational facilities that need large areas of land are more likely to be found near the outskirts of such towns, while leisure activities that need less space and return higher profits are usually concentrated towards the town centre where accessibility is greatest.

As shown in figure 2.17, examples of leisure facilities commonly found in town centres include cinemas, restaurants and theatres, while typical outer urban leisure facilities include swimming pools, tennis courts, ovals, sports grounds and football fields. Of course, exceptions occur to this pattern, usually for specific historical or political reasons.

Another common intra-urban spatial pattern is that the **quality** of leisure facilities may decline with distance from the city centre. We can describe this as being an inverse relationship between distance and quality, meaning that as one factor (distance) increases, the other factor (quality of the leisure facility) declines. This effect is known as **distance-decay**, and an example can be seen in the four photos of cricket facilities in Mumbai (India) in figures 2.18 to 2.21 on the next page. As we move away from the city centre, the **sphere of influence** of each facility becomes smaller.

Urban regeneration

In recent years, sport and tourism have been recognised as significant factors in **regenerating** rundown sections of urban areas. The role of sport in urban regeneration was first highlighted on a major scale when several cities such as Rome, Munich, Seoul and Barcelona hosted the Olympic Games and used the event as a catalyst to revitalise run-down parts of the city. This has led national and even local governments, especially in Europe, to recognise the potential of sport as a way to initiate urban regeneration.

The use of sport to boost urban regeneration has been especially strong in the United Kingdom. Many local government authorities in the UK offer funding for projects that will boost tourism (especially business tourism, conferences and heritage tourism), and when combined with other government grants that promote development



2.18 The Millennium Stadium in Cardiff, Wales, UK, is an example of using a sports facility to help regenerate an inner urban area.



2.19 Cricket facilities in central Mumbai, India.



2.21 Cricket facilities in suburban Mumbai, India.



2.20 Cricket facilities in inner Mumbai, India.



2.22 The area of bare earth in the foreground shows a field used for playing cricket in a shanty area of outer suburban Mumbai, India.

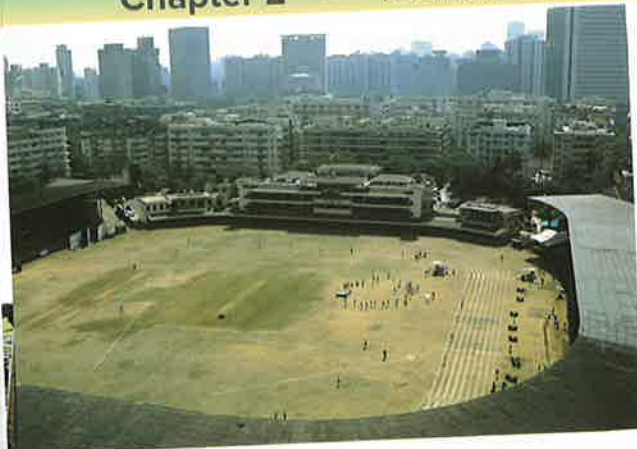
projects in economically depressed areas, the result can be sports or leisure-driven urban regeneration.

One example of such a project was the **Millennium Stadium** in Cardiff, shown in figure 2.18. The Stadium opened in June 1999 as the new home of the Wales national rugby union team and the Wales national football (soccer) team. With a seating capacity of 74,500 people, it is the largest stadium in the world with a fully retractable roof.

Despite its location on very valuable land near the centre of Cardiff, it was decided to build the Millennium Stadium on the same site as an older stadium, known as Cardiff Arms Park. Although Cardiff Arms Park was a relatively new structure, having been renovated most recently in 1982, its seating capacity of 53,000 was considered too small and its facilities were regarded as inadequate. The construction resulted in the demolition of several adjacent buildings, including a swimming pool, a telephone exchange and several office buildings.

The result was a much more open space with access to the river and more accessibility for local people.

When urban renewal occurs through sport and leisure activities, or indeed any economic trigger, there is a **multiplier effect** through the local economy. This means that as each dollar spent on urban renewal moves from person to person through the local economy, the actual benefits of inflow of cash becomes multiplied several times. Thus, a leisure project that generates many new jobs (such as a new hotel) will have a greater multiplier effect than a more capital-intensive leisure development, such as a sports ground (or the initial construction phase has been completed). On the other hand, if the new developments are mainly in the hands of foreign operators, there will be a considerable **leakage** of profits to the home country, therefore reducing the beneficial effects of the multiplier effect in the location of the new leisure facility.



2.19 Cricket facilities in central Mumbai, India.



2.20 Cricket facilities in inner Mumbai, India.

projects in economically depressed areas, the result can be sports or leisure-driven urban regeneration.

One example of such a project was the **Millennium Stadium** in Cardiff, shown in figure 2.18. The Stadium opened in June 1999 as the new home of the Wales national rugby union team and the Wales national football (soccer) team. With a seating capacity of 74,500 people, it is the largest stadium in the world with a fully retractable roof.

Despite its location on very valuable land near the centre of Cardiff, it was decided to build the Millennium Stadium on the same site as an older stadium, known as Cardiff Arms Park. Although Cardiff Arms Park was a relatively new structure, having been renovated most recently in 1982, its seating capacity of 53,000 was considered too small and its facilities were regarded as inadequate. The construction resulted in the demolition of several adjacent buildings, including a swimming pool, a telephone exchange and several office buildings.



2.21 Cricket facilities in suburban Mumbai, India.



2.22 The area of bare earth in the foreground shows a field used for playing cricket in a shanty area of outer suburban Mumbai, India.

The result was a much more open space with access to the river and more accessibility for local people.

When urban renewal occurs through sport and leisure activities, or indeed any economic trigger, there is a **multiplier effect** through the local economy. This means that as each dollar spent on urban renewal moves from person to person through the local economy, the actual benefits of the inflow of cash becomes multiplied several times. Thus, a leisure project that generates many new jobs (such as a new hotel) will have a greater multiplier effect than a more capital-intensive leisure development, such as a sports ground (once the initial construction phase has been completed). On the other hand, if the new developments are mainly in the hands of foreign operators, there will be a considerable **leakage** of profits to the home country, therefore reducing the beneficial effects of the multiplier effect in the location the new leisure facility.

Conflicts sometimes arise between different interest groups when new leisure-oriented urban developments are proposed. This is especially likely when demolition of people's homes is threatened. **Residents** are likely to claim that money would be better spent on improving housing quality or local people's welfare than on leisure facilities that are designed to attract outsiders and change the character of the area. **Developers** are likely to claim that land values will be enhanced by the new development and that it will boost the local economy by creating new jobs and supporting services.



The compulsory acquisition and demolition of houses to make way for Olympic Games facilities in Rio de Janeiro, Brazil, in 2016 was highly controversial. The graffiti on the wall of this demolished home complains that the house has become the property of the building contractors, and proclaims that there should be no compromise regarding resisting removal of this nearby homes.

Of course, **rising land values** are unlikely to please many local residents who may be forced to move as they can no longer afford rents in the area. Furthermore, rising land values usually mean that the character of the urban area changes as more upwardly mobile professional people are attracted to the refurbished housing and new developments that become viable with rising land values.

For these reasons, tourist and leisure developments are often **divisive** and **emotional** as claims and counter-claims are argued, frequently through the media if any high-profile or well-known companies or individuals are involved. The response of some governments is to require that new leisure developments include provisions for enhancing the quality of life or job opportunities of local residents.

QUESTION BANK 2B

1. What is meant by the term 'sphere of influence'?
2. What types of sports and tourist facilities are likely to have (a) large spheres of influence, and (b) small spheres of influence?
3. How do spheres of influence vary at different levels of the leisure hierarchy?
4. Using the information in this section and figure 2.12, define the term 'leisure hierarchy' and give examples of each level from two countries, one of which is your home country.
5. In your own words, describe the pattern shown in figure 2.17.
6. Discuss the accuracy of the pattern shown in figure 2.17 with respect to the town or city where you live.
7. Using specific examples, including some from your own personal knowledge and research, discuss the role of sport and recreation in regeneration strategies of urban areas.

National sports leagues

A **sports league** is an organisation that co-ordinates a group of individual clubs that play each other in a specific sport over a period of time for a competition championship. Some leagues may be as simple or as small as a group of amateur athletes who form teams among themselves and compete on weekends in their local area. At the other end of the spectrum are the international professional leagues that involve dozens of teams, thousands of players and millions of dollars.

A **league system** may form when a number of leagues are tied together in a hierarchical fashion. This might occur when the best teams playing in one league are promoted to a higher league, while the poorly performing teams in the higher league may drop to a lower league. League systems exist in a variety of major sports, and they are especially common in football (soccer) competitions in Europe and Latin America.

A **sports division** comprises a group of teams which compete against one another for a divisional title. Teams that get to the top of their division then compete for championships in the league. In this way, it can be seen that there is a **hierarchy** of teams.