

Economic factors	
Recession / Boom	Affects the amount of money people are willing to spend on holidays and travel
Levels of employment	Affects the levels of <b>disposable income</b> that people have to spend on
Fuel costs	Affects the cost of travel e.g. plane tickets
Currency exchange	Affects the affordability of destinations e.g. how many \$ to the £ can you get?

**Natural Disasters:**  
earthquakes, volcanic eruptions, tsunami, sink holes

**Severe weather event:**  
flooding, drought, fires, landslides, hurricanes, tornadoes, avalanches, snow storms

**Possible effects:** impact on local business, infrastructure, business operations, disruption/cancellation for visitors, repatriation, evacuation.

**Media, publicity and image**

How media exposure of global destinations can affect visitor numbers.

types of media : newspaper reports, online reviews, travel blogs, use in film or TV drama,

Positives: media coverage of international and sporting events show places in a positive light

Negatives: Documentaries show what destinations are actually like

## Learning Aim A: Factors influencing global travel and tourism

Political factors	
Legislation / regulations	Used for visitor security, equality, customer financial protection
Funding and tax incentives	Governments promote tourism through funding and tax incentives to encourage tourism development
Trade and Taxes	Affect the cost of travel and visitor numbers to a destination due to additional costs
Political Instability	civil unrest and war can result in disruption, cancelled holidays, business failure, poor image
passport and visa/entry	Affects visitor numbers to a destination e.g. application for a visa to enter a country

**Safety and security concerns**

Risks relating to personal safety and security in an unfamiliar environment (theft, accidents, getting lost)

Safety measures implemented by authorities and travel providers are in place on transport and at terminals and influence visitors e.g. delays, inconvenience, reassurance of security

Visitors need to be aware of guidance relating to individual safety and security when in global destinations e.g. times and areas to avoid when going out, keeping possessions safe, being aware of risks due to unfamiliarity of destination, including safety of natural environment

Possible effects of safety and security concerns on the appeal of global destinations.

**Health Risks and precautions**

**Infectious diseases and illnesses :** malaria, yellow fever, cholera, tetanus, typhoid, norovirus – symptoms, vaccinations

Health risks could lead to bad publicity for global destinations and travel and tourism organisations

**Precautions and preventative measures :** clothing, medicines, equipment, appropriate insurance, hygiene, food and drink choices

The need to take precautions could influence visitor choice of destination or holiday due to time and cost

**Responses to factors**

**PRIVATE RESPONSE:** Travel and tourism organisations

- Adapting and developing new products and services depending on economic, political and environmental factors
- Adapting operational procedures: Political issues and safety and security
- Reviewing destinations offered
- Reviewing price structures: adjusting pricing to maintain visitor numbers, attract different types of visitor
- Managing public relations: looking after their customers

**PUBLIC RESPONSE:** Government: local, regional, national

- Providing public with up-to-date information
- Imposing travel restrictions
- Promoting a positive image
- Encouraging employment
- Improving infrastructure
- Introducing or tightening of security measures.

**VOLUNTARY RESPONSE:** Voluntary organisations

- Promoting sustainability, conservation and protection
- Campaigning for governments to affect change
- Raising awareness of issues – ethical, environmental
- Raising funds.

When you are talking about the impacts of tourism on destinations, remember to classify each impacts as:

**Social**—these are the impacts that affect people, heir culture and way of life

**Economic**—these are the impacts that affect jobs, cost of living and the contribution of tourism to the wealth of a destination.

**Environmental**—these are the impacts that affect the surroundings in a destination—both natural and built

### Economic Impacts

Negative	Positive
Low-paid jobs	Employment opportunities
Seasonal unemployment	Training and education
Leakage	Multiplier effect
Increased cost of living	Contribution to taxes and GDP

### MANAGEMENT

- tourism can provide employment and training opportunities for local people, and give them access to higher-paid jobs and education
- visitors can be encouraged to support local communities by buying local produce, crafts and food, and using local transport
- governments can restrict the involvement of foreign-owned companies, all-inclusive resorts and staff to benefit the local economy / prevent leakage

### Learning Aim B: Impact of travel and tourism and sustainability

### Social Impacts

Negative	Positive
Disruption to everyday life	Improved quality of life
Loss of culture and traditional lifestyle	Access to facilities
Resentment towards visitors	Improved transport and infrastructure
Increased crime	Improved healthcare
Exploitation of locals	Improved cultural awareness

### MANAGEMENT

- Educating visitors to encourage them to reduce their negative impacts on the local community and culture : how to behave and dress appropriately without causing offence to local communities; how to show respect for traditions and religions; how to avoid conflict.
- Infrastructure development can benefit local people.
- Including local communities in decision making.
- Partnership projects where local communities have a share or ownership of a resort/ lodge and provide staffing.
- Introducing tourist taxes and using the money for community projects.

### Environmental Impacts

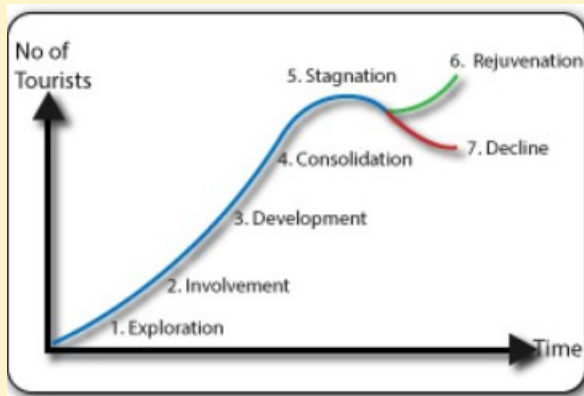
Negative	Positive
Loss of habitats and wildlife	Conservation including protection of wildlife and areas
Traffic congestion	Environmental education
Increased pollution: Noise, air, water	Creation of open spaces and improved street furniture
Environmental degradation; Erosion to footpaths, riverbanks, lakeshores	Regeneration including urban renewal and the reuse of traditional buildings

### MANAGEMENT

- visitors are managed – restricting the number of visitors allowed into a destination at a particular time, controlling movements, direction of flow – issuing visas and permits, maximum limits
- traffic can be managed – restricting the amount of traffic allowed into a destination, providing affordable and frequent public transport, adequate parking and facilities, park and ride schemes. Visitors are encouraged to use alternate types of transport – hybrids, green and electric-powered transport
- planning is controlled – building regulations, planning permission, size and location of developments, maintain local style in scale and design
- legislation and regulations encourage sustainability and reduce the environmental impact of tourism
- visitors are educated on how they can reduce their impact on the local environment and ways to contribute towards looking after it
- resources are controlled responsibly, including waste management, energy and water supplies – restricting fountains and water features that do not recycle water, limit the amount of pools
- natural areas vulnerable to the high volume of visitors are protected by creating nature/marine reserves, limiting or preventing access
- visitors are educated on the wildlife, natural world and special qualities of the environment

## Tourism development

Stages of tourism development as suggested by **Butler's Tourist Area Life Cycle (TALC) model**.



## Learning Aim C: Destination management

### Emerging destinations

Destinations which have grown in popularity over the last 10 years

Main characteristics of an emerging destination:

- Authentic experiences (unspoilt culture and natural features)
- Difficult to access
- Undeveloped transport links
- Basic infrastructure, healthcare and education
- Seek to develop tourism as low volumes of visitors
- Limited awareness

### Mature destinations

Destinations which have been popular for over 20 years and have seen tourism develop and grow steadily over this time

Main characteristics of a mature destination

- Mass tourism
- Fully integrated transport links
- Fully developed infrastructure
- Strain on resources
- Impacts on natural and cultural features
- Established season
- Advertising and marketing
- Appearance of visitor facilities
- Economical reliance on tourism
- Conflict between local community and visitors

## The importance of partnerships in destination management

### Types of partnership and their purpose:

- **Public and private sector** – new tourism developments such as hotel funded by private sector, local authority may require restrictions on design, size and scale.
- **Voluntary and private sector** – private sector may assist with the costs of promoting or running an event and in return receive positive publicity.
- **Public and voluntary sector** – to promote good causes, raise awareness, educate and inform by sharing skills and resources.

## The role of local and national governments in destination management

- Considering travel restrictions, security measures and entry requirements, including passport and visa requirements
- Improving transport links and networks – road, rail, air, sea, gateways and hubs; and infrastructure – energy supply, water supply, waste disposal
- Supporting, approving and controlling the development of facilities and tourism infrastructure
- Improving communication links – accessibility to the internet, Wi-Fi
- Attracting funding from outside investors or the private sector
- Providing funding for new initiatives in transport, events, training and infrastructure projects that support the local community and/or protect the environment
- Managing destinations by ensuring tourism development is sustainable – helps local communities benefit from tourism through employment, business initiatives, promoting 'support local' schemes; reduces possible negative impacts of tourism
- Managing tourism development through taxes, rules and legislation.

## Destination Management Organisations (DMOs)

Bring a range of different organisations together to form a partnership and work together on a major project, which may be short term or temporary – for the benefit of the destination, raise profile, launch new products, marketing, funding, sponsorships, and major events.

### Advantages and disadvantages of partnerships

Disadvantages	Advantages
Conflicting aims and priorities	Shared resources / skills / expertise
Less flexibility	New ideas
Slows down decision-making process	Shared costs
Difficulty in responding quickly to changes / events	Increased coverage / publicity / profile