A. Geographical awareness locations and features giving appeal to global destinations

A2. Features and appeal of destinations



- . Natural attractions
 - . Weather
- . Man-made attractions
 - . Tourist facilities
- . Development stage of tourism

Destinations are places where ourist develops, grows & changes as the estination of the stands.

- . Tourism fits with the entering of the contract of the contra
- ere miles of destinate round the worldappeted me only he best will thrive.



eature and appeal of destinations

- own character cultural, traditional, modern, technological etc.
- . natural features
- . transportation to & from + parking
- . accommodation
- . catering facilities
- . attractions, entertainments, events things to do
- . shopping



Assessment for Unit 2: outcomes & grade descriptors

Assessment outcomes

A01 Demonstrate knowledge and understanding of the location, features and appeal components of the location of

AO2 Apply knowledge and understanding of the features that contribute the appeal of the types of tourism and activities they support

AO3 Evaluate information to make informed decisions about suit with a vel plans, route itineraries to meet the needs of specified customers

A04 Be able to evaluate factors and consider trends with influence the judicial and appeal of global destinations, synthesising ideas and evidence to supply ecommendations.

Grade description

Level 3 P

Learners as a their when of few poof sobal destinations to explain their appeal and how they support different tourism activities. Learners match the elarrangements to customer needs, with some relevant detail. Learners demonstrate knowledge and understated of the factor and consumer trends that can contribute to the popularity of global destinations. Learners research and it stigate current consumer trends and the factors that may influence the popularity and appeal of global destinations.

Level 3 Distinction

Learners provide detailed evaluations about the suitability of travel arrangements and itineraries in meeting customer needs. Learners can evaluate the factors and/or consumer trends that contribute to the popularity of global destinations. Learners can conduct valid and reliable research and

synthesise knowledge of consumer trends and/or factors that may influence the popularity and appeal of global destinations.



Unit 2 Assessment: activities

Activity One

Independent research Destination A

- geographical location and features of the destination including:

Types of tourism:

for example: cultural + nature based - ecotourism o nature based - trekking Gateways and transport:

Passenger facilities at the various hubs Transport options for the journey to the destination

Travel/holidays:

accommodation, activities and travel for a one week holiday for two people

Destinations B

Key factors that have seed to popularity of the see as wildward travel and tourn estinat

Activity Two

Features of worldwide travel and tourism destinations

You work for a specialist tour operator that offers holidays in destination A for cultural rism. The tour operator is considering whether to offer nature based tourism holidays.

Write a report that includes:

- . a description of the location. . . an analysis of the features low ow the location appeal for cultural
- . tourism, nature based ecotourism and nature base king.

You have been asked to recommend **one** type arism, either, wral, we wral,

. ecotourism or nature based trekking that is by apported by the survey of the control of

Write an email to your manager princing:

an evaluation of the features approach the language of the tourism – either cultural, nature sed en urism stature based trekking.

Action

yays, hubs and sport of tions

You we been asked to passeng acilities available at the railway station and transport options for to a destination

Prep otes for a booklet to cludes:

- an expansion of the facilities for passengers at the railway station.
- a compared advantages and disadvantages of **three** different transport options for travel to and from e dest

Activity Four

Travel plans, itinel and customers

The company you was presentation with information on itineraries and custon

Prepare notes for a presentation that: explains the specific travel needs related to three different customer types - families, business people, young people

Explains the cost factor - under occupancy supplement

identifies two sources of information for researching travel plans

You have been helping customers plan a one week holiday in destination A. They have requested an all-inclusive holiday and are interested in sightseeing with some time relaxing.

- . Complete the itinerary template provided
- . Write an email to your customers that evaluates the suitability of your proposed itinerary in meeting their needs.

Activity Five

Travel plans, itineraries and customers

The tour operator is planning to offer holidays to destination B You have been asked to research the popularity of the destination

Write an article that includes:

. an evaluation of the key factors that have influenced the popularity of destination B as a worldwide travel and tourism destination.

Unit 2 Assessment: key terms

Term	Definition	
Analyse	Presents the outcome of methodical and detailed examination either by by string of vince at theme, topic or situation in order to interpret and study the nationships were the part of door and interpret and study key trendered in a plationships.	
Article	A piece of writing about a particular subject surple to mag	
Email	A communication that gives in a many and is attenually approximate hnology for a defined purpose in a task or activity.	
Evaluate	Draws on varied information, themes to compects such as supported judgement showing relationship to its context. This will often be in a conclusion.	
Explain	ovide deta d reasons and/or evidence to support an opinion, view or argument.	
Illustrate	clusion of examples and diagrams to show what is meant within a specific context.	
Justification	Give reasons or evidence to: support an opinion /decision or prove something right or reasonable.	
Report	A formal document that is clearly structured and written in appropriate sector language	
Travel plan	A structured travel document giving a range of details and information with dates, times and places.	



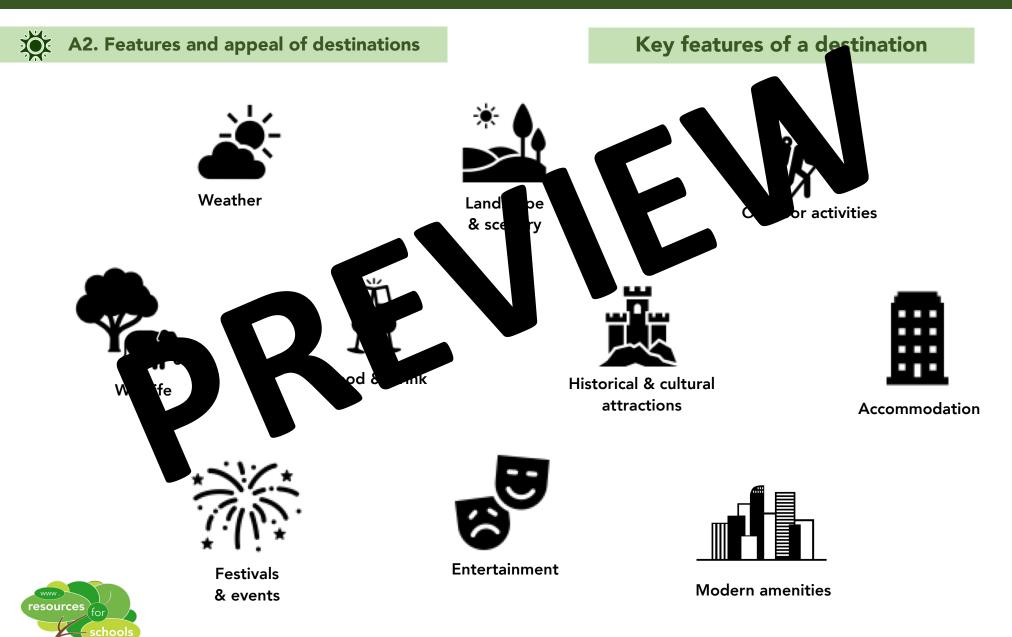




TASK 1.

Give examples of destinations, that y have visited







Choosing a destination

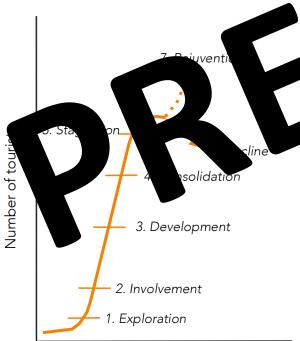




Stage of development as a tourist destination

Butler's Tourist Area Life Cycle

based on the Business Product Life Cycle



Growth of tourism

- 7. Rejuvenation pate facilities never movement. May include sustainable elem
- 6. Incline: a lities at of-date, poorly-maintained. Signs of decline incline less ators, arter as, less expenditure etc.
- 5. Signation. Eximum capacity, facilities over used danger of environment being damaged
- **4. Consolidation:** large numbers of tourists, all facilities, maximum capacity. Numbers growing but less than stage 3.
- **3. Development:** increase in numbers, expanding facilities & infrastructure. Known destination for tourists. Large companies move in to dominate the market. Direction of future tourism determined e.g. sustainable, ecotourism etc
- **2. Involvement:** small numbers, basic facilities. Local people open tourist facilities. Planning for future tourism.
- 1. Exploration: not many tourists, few facilities. Awareness of destination limited often only 'independent travellers' or 'explorers' rather than tourists.







TASK 2.

Give examples of destination at different stages of development

Examples Stage of development 7. Rejuvenation: 6. Decline: 5. Stagnation: 4. Cons atio 3. Develop. 2. Involvement: 1. Exploration:



Natural attractions



Mountain tourism

Mountain tourism has boomed in recent years to over 50 million people particles and the strength of the streng







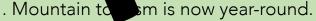












- . Winter snow provides a range of activities, like skiing, snowboarding and tobogganing
- . Summer activities include walking, mountain biking or more extreme sports

- . Mountain tourism can also include health spas in both summer and winter
- . Golf, tennis and other sports are available in the summer months







Volcano and geothermal tourism

Volcanoes have attracted people for hundreds of years. Geothermal features have been popular not just to view but also for improving health. Spas are often locathere. These are examples of natural phenomen.



Geothermal spl Icelan



Mount Etna, Italy



r at Yen 💮 🔭 e Pank, USA



Mud baths in New Zealand



Lava lake at Erta Ale in Ethiopia

Natural attractions

- be individuals a group of grinn their own
- Guides yes with perienced tour guides geologists or volcanologists
- . Volcano tourism includes walking, exploring nature and viewing volcanoes
- . Geothermal tourism includes exploring geothermal features, which are often more accessible than volcanoes.
- . Many geothermal features can have health benefits





Natural attractions



Mountain tourism



Destination:

Research mountain tourism: list the features and real of lestination

Features:







Coasts and beaches



Coast includes, beaches, cliffs, rocks, estuaries and coral reef Much of the costal tourism is based upon: sun, beaches, and scenic views





Cliff top walking



Diving



Children catching crabs in a river estuary

Natural attractions

ache

- & BBQs
- beachside restaurants

Sea

water based activities:

- . swimming
- . Jet skiing
- . windsurfing
- . kite surfing
- . sea kayaking
- . boat rides
- . fishing trips
- . snorkelling & diving

Scenic views

- . coastal location often offer scenic views which attract visitors
- . cliff top walking
- . bird watching
- . wildlife watching





Natural attractions



Coastal tourism



ASK Destination:

Research coastal tourism: list the features and a serial of your entertination

Features:



ppe





River tourism

Rivers across the world attract people wanting to boat, fish and those interested in the riverside wildlife



Cruising on the



Boat hire





Tourists on the river in Vietnam



River rafting



Kayaking on the river

Natural <u>attractions</u>

- Rive mmon in many ount
- ruises or evening
- me of the longer rivers the be for several days or longer
- . Tourists can hire their own boats to cruise the rivers
- . River fishing can be day activity or a holiday
- . Fishermen will travel for their own enjoyment or competition
- . Different ways of getting down a river are popular tourist activities
- . Rafting
- . Kayaking
- . Canoeing
- . Boating
- + swimming







Lake tourism

Lakes attract tourists especially in countries or areas many miles away from the coast



Kayaking o



Paddle boarding





Camping next to the lake



Lakeside fishing



Summer camp for kids

Natural attractions

- es are common, rts or d often not oto some Saili

- ng etc

Beaches & grass areas:

- . sunbathing
- . picnics & BBQs
- . Lake fishing can be day activity or a holiday
- . Fishermen will travel for their own enjoyment or competition
- . Some lakes are specifically stocked with certain types of fish for competitions
- . Tracks often go around the lake.
- . Walking/running
- . Cycling
- . Wildlife opportunities
- . Accommodation may be located lakeside
- . Children's activity camps particularly in the USA are often located by lakes





Natural attractions



River/lake tourism



Destination:

Research river/lake tourism: list the features and

estination

Features:







Flora



Parks cover a large proportion of land, from World Heritage Sites to local parks.



gorges waking ting



rock climbing



abseiling





water sports bird watching



Natural attractions

Nati arks

- . 9% and $\frac{1}{2}$ and $\frac{1}{2}$ es = National Park
- rea in l
- as beau ological interest
- d privately owned + National Trus
- . Parks funded by the government

Areas of Outstanding Natural Beauty

- . Area of beauty important to protect
- . 40 AONBs = 18% of countryside

World Heritage sites

- . UNESCO designated sites
- . Aim to protect cultural & natural sites, of outstanding value
- . UK has 28 World Heritage Sites

Parks

- . Parks in every town and city
- . Botanical parks and Royal parks
- . Parks often feature attractions





Parks - flora and fauna

Parks cover a large proportion of land, from World Heritage Sites to local parks. People travel all over the world see p and animals – flora and fauna.



tron forests





rare orchids







safari



bird watching

Natural attractions

Nati

- es = National Park .15 N
- ological interest beau
- d privately owned + National
- Parks funded by the government

Areas of Outstanding Natural Beauty

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Parks

- . Parks in every town and city
- . Botanical parks and Royal parks
- . Parks often feature attractions





Natural attractions



Park tourism



TASK Destination:

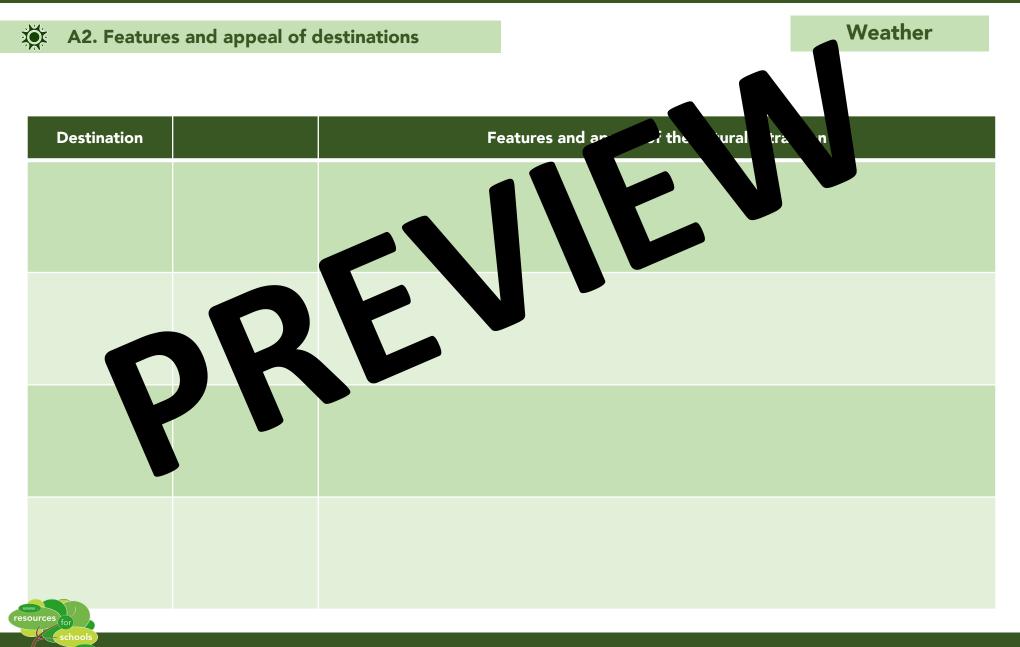
Research park tourism: list the features and app

f your s des ation

Features:



ppe





Weather

Climate is a big factor on influencing tourists for most destinations. Certain times of the year have better climates than others.

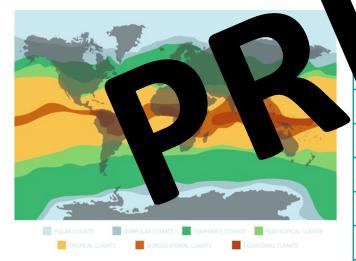
Climate factors include:

. Temperature . Precipitation . Humidity

. Hours of suns

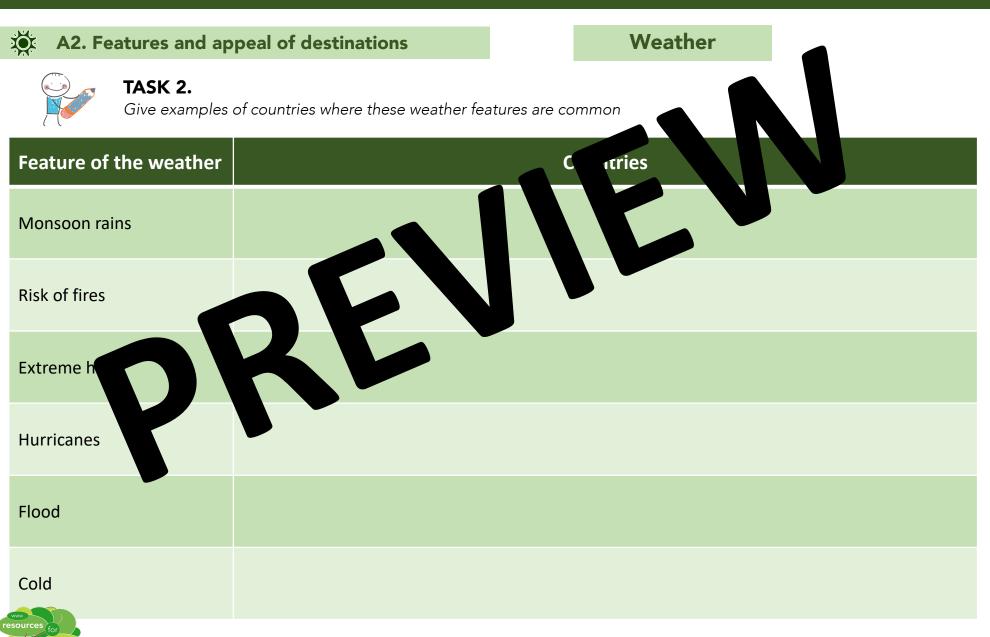
Some destinations are prone to climatic extremes at certain time of the ear when tourists may avoid the area:

. Monsoon rains . Hurricane/Typhoon seeds . No of fire . . Win Health . . Flood



Environma	Area, region or ountry	Typical climate
ar Clim	Greenland	Very cold winter - snow. Cool summer.
A ac (sub polar)	Finland, Norway	Very cold winter - snow. Short warm summer, some rain.
Cool Temperate	North Europe	Cold winter. Hot summer. Rain anytime.
Warm Temperate	Southern Europe	Cool winter - rain. Hot dry summer.
Tropical Desert	Sahara desert	Very hot summer. Warm winter, very little or no rain.
Tropical Monsoon	India	Hot most of the year. Heavy summer rain.
Tropical	African Savannah	Hot most of the year. Summer rain.
Equatorial	Amazon rain forest	All year: rain, hot, humid

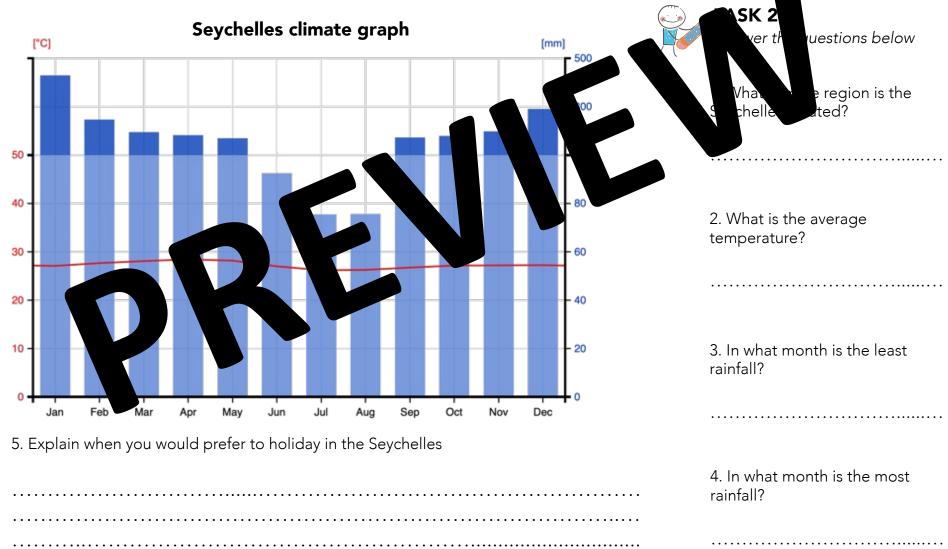




Weather



A2. Features and appeal of destinations







40

30

20

10

Feb

Jan

[°C]

A2. Features and appeal of destinations

Apr

5. Explain when you would prefer to holiday in Paris

May

Jun

Jul

Aug

Paris climate graph

SK 2 uestions below e region is Paris ted? 2. What is the average temperature in Paris? 3. In what month is the least rainfall? Dec Nov 4. In what season is it the warmest weather?

Weather



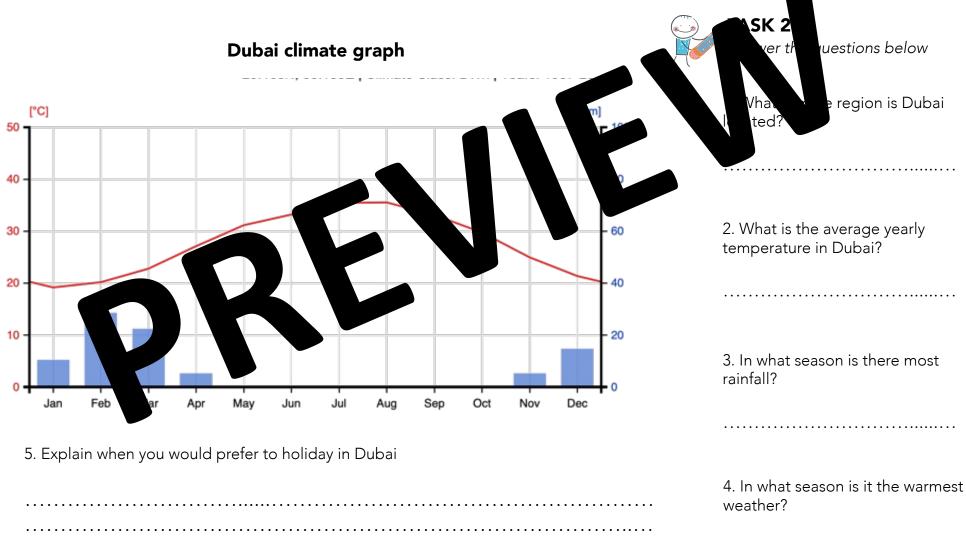
Oct

Sep

Weather



A2. Features and appeal of destinations





Weather - seasonal variations

Seasonality

Tourism seasonality is the fluctuation of tourist numbers/expenditure, domestic or in the half of the specified time period.

Seasonality is an imbalance in tourism industry expressed through the number visitors, expension to



TASK 2c.

When are the peak tourist per throughout the year?



SK 2

the promise smallity can cause for tourist organisations and the sists

t businesses

Tourists





Weather - seasonal variations

How important is the weather?

Depending on the type of holiday weather can be a very important factor



TASK 2c.

When are the peak tourist peri throughout the year?



SK 2

the proms smallity can cause for tourist organisations and

t businesses

Tourists





Natural & man made attractions

Tourism promotional videos

Countries, areas and cities create promotional videos highlighting the key attraction for its state.



TASK.

List the attractions and appeal of 3 destinations. You with half our file the resulting group

Destination: Jestination:



Natural attractions



TASK 1. Give examples of natural attractions, that you have visited and list the tures and its appeal





Man-made built attractions



Man-made or built attractions

Man made or built attractions cover a wide range of attractional activities from visiting museums to shopping.



historic sites a umi



aseums of galleries



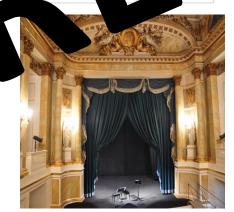
religion



arts and crafts



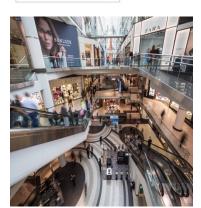
theme parks



theatres & cinemas



buildings



shopping



Built attractions



TASK 1. Give examples of built attractions, that you have visited and list the fewers and ts appear

Built attraction	Examples of features and arms. or nat an ira ion
	Examples of features and argue of an argument and argument and argument arg





Religious destinations

Religious tourism or faith tourism is where people travel for pilgrimage, to religious sites or for other spiritual reasons. According to World Tourism Organisation, up to 330 r pon people for religious reasons.



Ranakpur Tage, India



Vatican City, Italy



Pilgrima Mecca



Religious conference



St. Basil's Cathedral, Moscow



Buddhist temple

Built attractions

Relig to rish iten involves iting ps s, inples, churches y experience.

One of curism

. A religious pilgrimages cover all religions: Islam, Christianity, Buddhism, Hinduism, Sikhism etc.

. Religious camps, meetings and conferences happen all over the world

- . Religious sites and shrines number in their hundreds around the world.
- . Visitors to these may have holidays specific to these places or as part of holiday







Cultural destinations

Explore the culture of a country and its people – as the main aim of the trip or as part of a trip



historic sites and monuments



religion





arts & crafts



festivals

Built attractions

anisation (WTO) e **Wor**l es c

uman need for ling t the cultural level al and giving rise to new perience and encounters'. knowled

Types of cultural tourist

1. Purposeful tourist

Main reason for travelling is for a cultural experience - immerse themselves e.g. travels to remote areas

2. Sightseeing tourist

Large part of experience is connected to local culture e.g. museums, religious sites and food

3. Occasional tourist

Doesn't travel for cultural reasons but may take part in some cultural experiences e.g. museum and food





Built_attractions



Cultural or religious tourism



TASK

Destination:

Research park tourism: list the features and app

Features:







Business destinations

- . Purpose of visit to meet for business reasons: MICE Meetings, Incentives, Conferences, Exhibitions
- . It is one of the fastest growing sectors of the tourism indus



location



usines



conferences exhibition facilities



Know as trade ions a usually massive draw thousands of visit nd exhibitors from around the w They can last anywhere from seve lays to a week. Exhibitions are asually very industry-specific and have a welldefined target market. Exhibitors go to trade shows to present and promote their product or service, drive business, and network

onfei

ferences are supersized meetings. They often last one to three days and can vary in size and are about sharing, ideas, networking and research.

Conferences include:

Panels: Experts with questions from the audience. **Presentations:** Leaders may present key information e.g. financial results

Speeches: Speeches often mark the beginning or end of a conference.

Discussions: They can be part of a panel.

Workshops: A small group of participants works on a specific problem case or researches a certain topic.

Built attractions

one or two day nference rooms s. Example: executives or eholder meetings. The pose is to bring together people from one company, industry, or project to address challenges, discuss plans, and set goals...

Incentives

Incentive travel includes all types of rewards a company offers to individual staff, teams, or partners. It's a way of thanking people for their great performance, boost morale, or increase employee loyalty.

Incentives can take many different forms - from 5 star luxury resorts to team building style activities or trips to sporting events.





Built attractions





Business destinations



TASK Business destination:

Research business destinations, choose one e.g. Singapor – La ai. For that destination create a poster promoting the facility and appearance of the contract o







Built attractions



Events and entertainment

Events and entertainment. Covers a huge variety of activities and events around the world.



Sports

- . Major spermoots rugb
- . Components Commonealth Qne-o ents - F1



Music

. Festivals – Glastonbury, Reading etc

heatre

cultural

lays + musicals

. Concerts



estival

ariety inc. music, cultural,



Seasonal

- . Annual or one-off events
- . Lapland, Winter Wonderland
- . Summer activities



Commemorative

. events – war, individuals etc



Religious

- . services
- . festivals
- . parades





Tourist facilities and amenities

Facilities

things to serve tourists

- . transport
 - air, road, sea + land
- . accommodation
 - . hotels, apartments, B+B-sample caravas
- . attractions
 - n-m
- . food + erag
 - . re _____ cafes, c ___erias, food stalls, bars
- . entertainme
 - . theatr nemas, clubs
- . leisure
 - . sports. parks, recreational areas

Ameties

gs that may be tour color to the and at ease

- . 9
- . toi
- . parking
- . safety
- . signage





Tourist facilities and amenities



Transport and communication

Transport helps the development of tourism. Growth of tourism helped transport Being able to get to destinations - transport - has helped tourism grow. Factors affecting transport: . Price . Ease of access . Timings . Departur nts.





(BA, Emira

udget . low cost

(Air Arabia) nair)

. chartered

(part of packa oliday)

. fast for very l ourneys







vel from country to country

- n a country
- to use
- . link major cities
- . travel overnight
- . specialised journeys: Orient Express. Trans Siberian & South African Blue





Coach



- domestic or international
- . private hire
- . tour & excursion
- . transfer



Car

- hire/rent a car
- . fly drive holidays
- . taxis
- . limousine services







Water

- cruise ships
- . ferries
- . water taxis
- . yacht & boat hire









Tourist facilities and amenities



Transport and communication



TASK

Investigate different ways of the Ving to have air, a car & coach. Evaluate the different as so a sport







Tourist facilities and amenities



Transport and communication



TASK

Give the advantages and disa t modes of transport rtages











Types of accommodation

Tourists need somewhere to stay when they are on holiday. The are many different types of accommodation.

Serviced

Range of services available:
. restaurants . room service
. laundry

. gy Jool \full\ ffed

Non-serviced

Including houses, cottages, apartments, caravans tents etc

A mm ation

quality/pr

st accommodation can be booked online through a range of portals.

Tourist facilities and amenities

Accommon on rational different countries are reinformation modation. It is nationally a star rating:

Chain

National or International companies with many units:
. Jumeirah . Hilton
. Sheraton . Premier Inn
. Marriot . Atlantis

Independent

Only a one or few units:

. Reigate Manor, Surrey

. Cricket Field House, Wiltshire

. Cottage Hotel, Devon





Tourist facilities and amenities



Types of accommodation

Tourists need somewhere to stay when they are on holiday. The are many different types of accommodation.



Be k Breakfast Gu house

> ms + fast only



Hotel

- . 10 rooms +
- . food
- . services: food ops



Hostel

- . basic accommodation
- . low prices







Motel

- . 10 rooms +
- . by a road



Holiday home Air bnb

. one room or apartment or house



Hotel apartment

- . larger accommodation
- . services





Tourist facilities and amenities

Type of accommodation	Where are they found?	Level of service 1-5 stars	Serviced No. se ad	Facilities
		11		
		1-5 stars		
	K			
resources for				



Tourist facilities and amenities

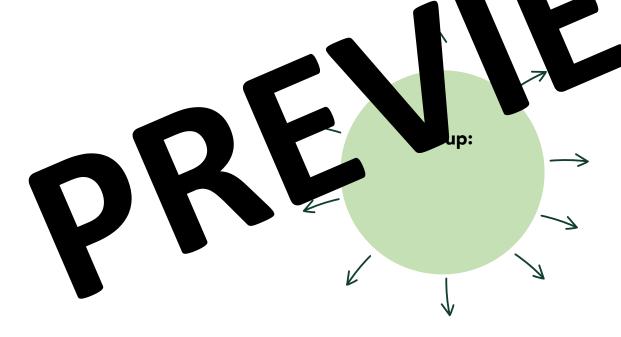


Types of accommodation



TASK

Discuss what factors involved to loosing a symmotion for different groups of people: higher me car people; will a na budget; young group of practic; young course e







Tourist facilities and amenities



Types of accommodation



TASK

Discuss what factors involved to loosing a symmotion for different groups of people: higher me car people; will a na budget; young group of practic; young course e

