

E. Factors affecting the popularity and appeal of destinations

E1. Political factors

E2. Economic climate

E3. Accessibility + availability

E4. Image + promotion

E5. Changing markets

E6. Natural disasters

E7. Climate + its influence on travel



Need to know:

Identify factors affecting the popularity and appeal of destinations

Understand the effect the factors the popularity and appeal of destinations

Explain the effect the factors the popularity and appeal of destinations

Skills:

Investigate websites and being able to select the relevant information

Searching topics and select relevant information

Working collaboratively in pairs and small groups

Showing knowledge and understanding in a variety of ways: presentations, posters, emails, blogs, discussions etc

Assessment for Unit 2: outcomes & grade descriptors

Assessment outcomes

A01 Demonstrate knowledge and understanding of the location, features and appeal of global destinations

A02 Apply knowledge and understanding of the features that contribute to the appeal of global destinations and the types of tourism and activities they support

A03 Evaluate information to make informed decisions about the suitability of travel plans, routes and itineraries to meet the needs of specified customers

A04 Be able to evaluate factors and consumer trends that influence the popularity and appeal of global destinations, synthesising ideas and evidence to support recommendations

Grade descriptors

Level 3 Pass

Learners apply their knowledge of features of global destinations to explain their appeal and how they support different tourism activities. Learners will make travel arrangements to customer needs, with some relevant detail. Learners demonstrate knowledge and understanding of the factors and consumer trends that can contribute to the popularity of global destinations. Learners research and investigate 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: key terms

Term	Definition
Analyse	Presents the outcome of methodical and detailed examination either by breaking down: <ul style="list-style-type: none"> • a theme, topic or situation in order to interpret and study the relationships between its parts and • information or data to interpret and study key trends and interrelationships
Article	A piece of writing about a particular subject suitable for a magazine or newspaper
Email	A communication that gives information and is written using appropriate language for a defined purpose in a task or activity.
Evaluate	Draws on varied information, themes or concepts to consider aspects such as: <ul style="list-style-type: none"> • strengths or weaknesses • advantages or disadvantages • alternative actions • relevance or significance. Learners should make supported judgements showing relationship to its context. This will often be in a conclusion.
Explain	Provide clear reasons and evidence to support an opinion, view or argument.
Illustrate	Use of examples and diagrams to show what is meant within a specific context.
Justification	Give reasons and 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.

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 or 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 influenced the popularity of the place as a worldwide travel and tourism destination

Activity Two

Features of worldwide travel and tourism destinations

You work for a specialist tour operator that offers holidays in destination A for cultural tourism. 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 and how they contribute to its appeal as a cultural tourism, nature based **ecotourism** and nature based **trekking**.

You have been asked to recommend **one** type of tourism, either cultural, nature based **ecotourism** or nature based trekking that is best supported by the features of the destination.

Write an email to your manager providing:

- . an evaluation of the features and appeal of the destination that make it suitable for your recommended type of tourism – **either** cultural, nature based **ecotourism** or nature based **trekking**.

Activity Three

Gateways, hubs and transport options

You have been asked to investigate passenger facilities available at a railway station and transport options for to and from the destination.

Prepare notes for a booklet that includes:

- . a description of the facilities for passengers at the railway station.
- . a comparison of the advantages and disadvantages of **three** different transport options for travel to and from the destination.

Activity Four

Travel plans, itineraries and customers

The company you work for has asked you to prepare a presentation with information on itineraries and customer needs.

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

Explains the costs for - 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.

Content

E Factors affecting the popularity and appeal of destinations

Some global destinations with similar features may be more popular than others due to a number of factors. Some of these factors can be controlled by the destination itself while others are not within its control.

E1 Political factors

- Legislation, tourism policy, target markets and promotion, visa requirements, permits, compatible travel arrangements, destination management.
- Safety and security: stability, war, civil unrest, threat of terrorist attack.

E2 Economic climate

- Global recession, disposable incomes, exchange rates, currency fluctuations, cost of living.

E3 Accessibility and availability

- Infrastructure: gateways, travel and transport, new routes, electric power, water and waste management.
- Availability of tourism facilities, amenities and attractions for holidays.

E4 Image and promotion

- Publicity.
- TV, film, documentary, drama location and promotion.
- International events, conferences, exhibitions (e.g. World Travel Market).

E5 Changing markets

- New and changing markets.
- Emerging tourism generators.

E6 Natural disasters

- Volcanic eruptions
- Earthquakes
- Tsunamis
- Landslides
- Avalanches

E7 Climate and its influence on travel

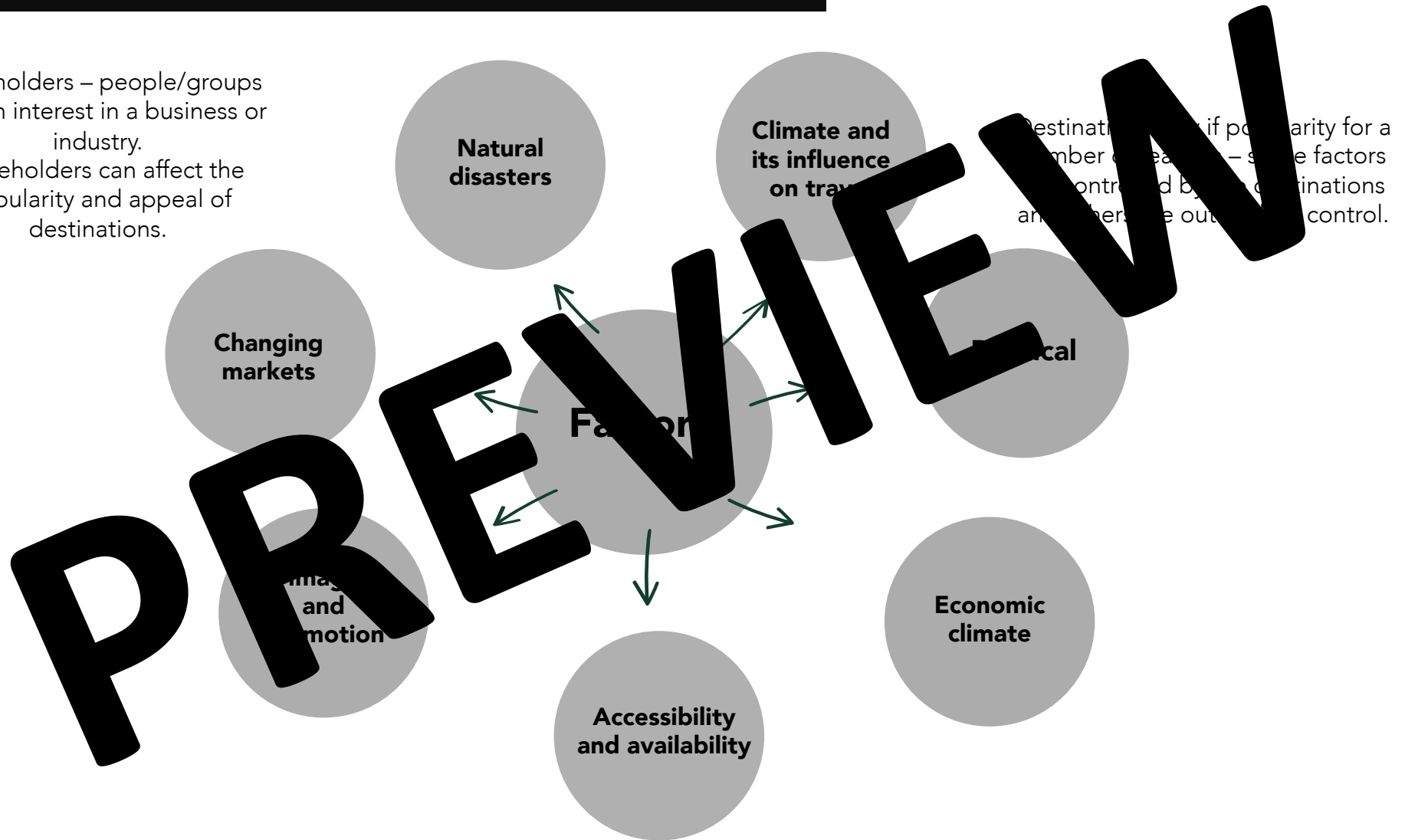
- Global climate zones – Mediterranean, equatorial, temperate, arid, polar, snow.
- Influence on travel – seasonal variations; potential disruptions – monsoons, risk of flooding, snow and ice, bush fires, storms, hurricanes, typhoons and tornadoes.



Factors affecting the popularity and appeal of destinations

Stakeholders – people/groups with an interest in a business or industry.

Stakeholders can affect the popularity and appeal of destinations.





Factors affecting the popularity and appeal of destinations



Laws can support tourism and protect local communities, e.g. foreign investors lease not buy land.
In the UK tourists can reclaim their VAT.

Political problems can cause issues like civil unrest, demonstrations etc., making the country potentially unsafe for tourists. The UK GO offers advice on its website about the situation in different countries.



Governments have to ensure there laws fit with others e.g. in the EU all members allow free travel for all EU passport holders.

Legislation

Tourism policy

Political

& security

Markets & promotion

Visa requirements or travel permits

Compatible travel arrangements

Tourism policies encourage tourists to visit e.g. tourist boards – [Visit Britain](#) can also include infrastructure, visitor experience, government



Governments might use specific measures to encourage tourists. This can be done in many ways: advertising, promotions in the country, easier visas e.g. e-visa. China has been targeted by many countries as Chinese people are looking to travel for the first time.

Governments have visa controls for security reasons, but these can be a barrier to travel. Making obtaining visas easier and cheaper can encourage tourism





Factors affecting the popularity and appeal of destinations

UK GBP – £ pound

Outbound:

Strong = cheaper abroad

Weak = more expensive

Inbound:

Strong = more expensive

Weak = cheaper in UK

Weak £ = staycation

Within European Union all countries have same currency

Economic recession in a target market can adversely affect numbers able to travel.

Conversely economic upturn can see people wanting to travel abroad. China

Exchange rates



Currency situations

Economic climate

Economic situation



Cost of visiting

Governments, can influence the economic climate in their country but often events outside of their control can affect their tourist industry.

Many tourists and airlines... the UK... in dollars... Euros... accommodation... transport... fuel etc... rates... impact... sometimes leading to a surprise for the customer

Cost of living varies between countries. Food & beverage prices can differ enormously. Places like Norway, Iceland and Switzerland are known to be expensive. Mac Happy Meal is often used to compare prices





Factors affecting the popularity and appeal of destinations



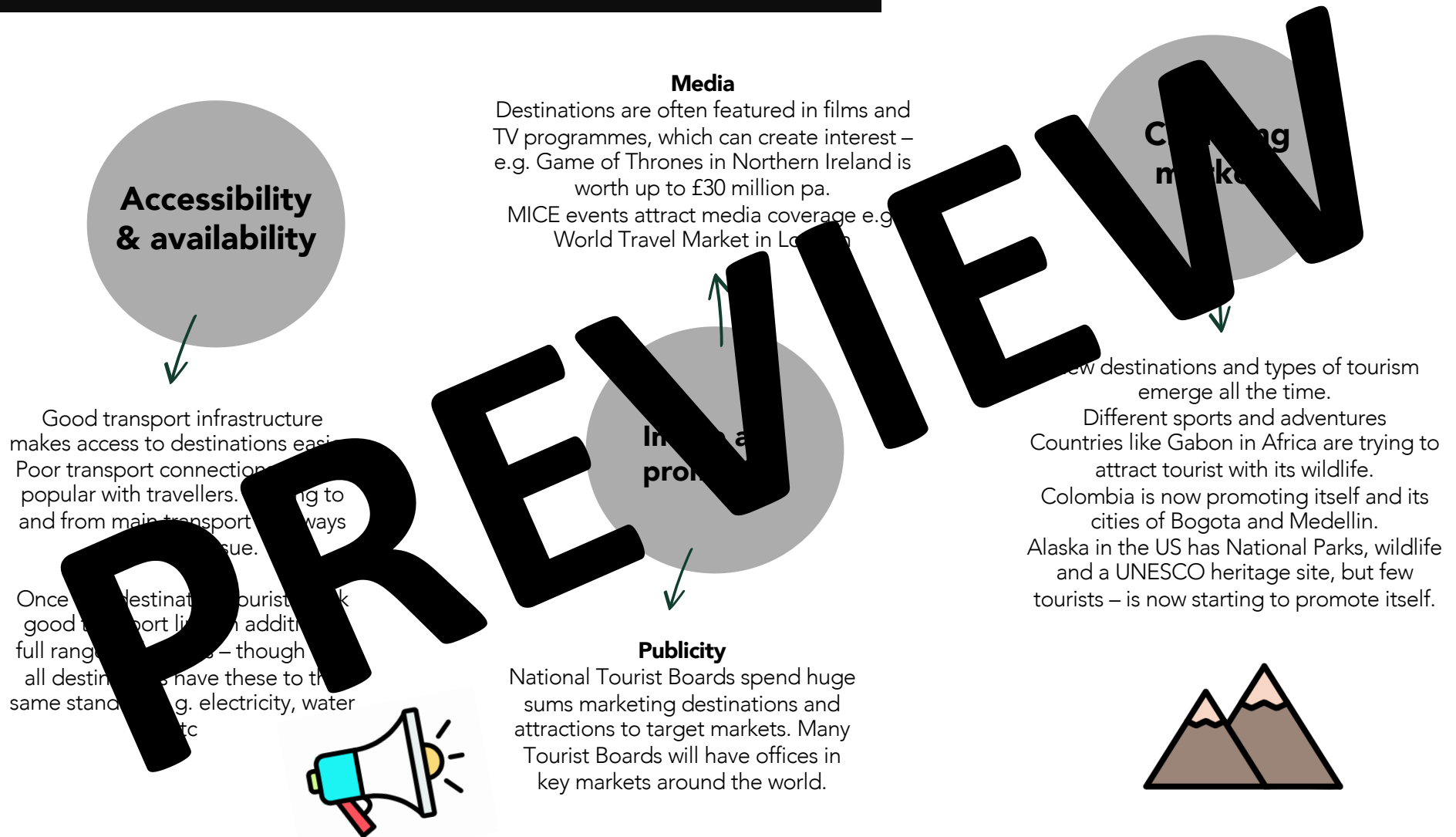
TASK

Evaluate how the current economic climate in the UK - cost of living – exchange rates – economic situation, may effect the travel and holidays plans of people in the UK.

PREVIEW



Factors affecting the popularity and appeal of destinations





Factors affecting the popularity and appeal of destinations

Natural disasters

A wide range of natural disaster can hit tourist destinations:

- . volcanic eruptions
- . tsunamis
- . avalanches
- . landslides
- . floods

Tourist destinations can be hit by natural disasters because:
. people are warned it may happen again
. the structure is damaged
. people are in the area whilst local people are suffering

Climate

Many destinations have extreme seasonal weather that can affect tourists holidaying there.

Equatorial regions: very humid, heavy rain
Arid: little rain, very high temperatures
Snow/Polar: very cold temperatures

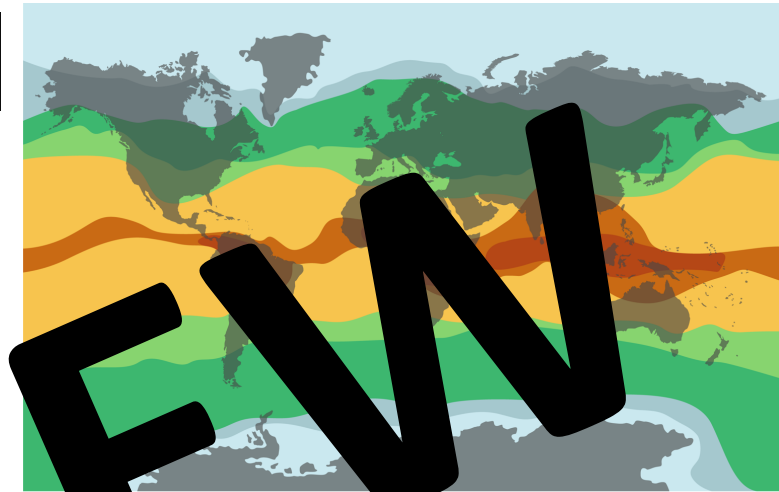
Seasonality: Temperate regions have weather variations between seasons

Climate and its influence on travel

Influence on travel

Seasonal variations affect travel plans.
Travellers prefer summer months in temperate regions.

School holidays mean people have less choice when to travel, so despite some areas being prone to extreme weather travellers will still go. Some weather can be predicted: hurricanes/typhoons, monsoons, tornadoes, snow + ice – thus tourists can leave the area.





Factors affecting the popularity and appeal of destinations



TASK

Complete the tasks below

Safety & security

Log on to

<https://www.gov.uk/foreign-travel-advice>

List FOUR countries that have safety and security advice that would deter people from travel

Image and promotion

Use YouTube to search for promotional videos of TV destinations (e.g. The Food Network Board). For each country state what they are promoting (culture, nature, etc)

1. Country

2. Country

Use www.visitbritain.com to list the following:

1. FIVE cities of culture
2. FIVE places features TV + films
3. FIVE places to shop (not in London)

1. Cities of culture

2. TV destinations

3. Shopping destinations



Factors affecting the popularity and appeal of destinations

Changing
markets

Destination:

Location:



TASK

Research an emerging market.
State why few tourists have been to
the destination before.
What is the appeal of the
destination? Explain why it is
becoming more popular.

PREVIEW