

# IGCSE Cambridge Travel & Tourism

Unit 1: The travel & tourism industry

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Form: \_\_\_\_\_ Teacher: \_\_\_\_\_



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obles com

#### Introduction



#### What is tourism?

**Definitions** 

Tourism is defined as the activities of visitors. A visitor is someone who is making a visit to a main destination outside his/her usual environment for less than a year for any main purpose [including] holidays, leisure and recreation, business, health, education or other purposes....

(United Nations World Tourism Organisation)

Tourism temp ary show now cof people to distinct id laces we they normally live and work and their activiting their stay at these destinations are smaller stay at these destinations.

#### Key terms fr. n. JNWTO

#### Tourist accommodation

Place where a tourist s av. for the night

#### Occupancy rate

number of rooms used against number of rooms available eg 75%

#### **Duration of stay**

How long a tourist stays in one place

#### Overnight visitor

Stays for the night

#### **Tourist**

Visitor

#### International visitor

Visitor from another country

#### **Tourist receipts**

Money spent by tourists





#### Who are the tourists?

International tourists - people from other countries - London to Dubai

**Domestic tourists** - people from the same country - Dubai to RAK

#### Leisure tourists

- . visiting for pleasure
- . going for a day visit
- . staying overnight
- . going on holiday short broom or long



2.

,

sk

vis <sup>1</sup> easure

- tay, ove.
- isit for noccasion
- (wedding wirthday, Eid etc)

7470,

101/50

3.\_\_\_\_\_

#### Business tourists

- . people trandling for business
- . high spenders (flights, accommodation & food)



MICE - meetings, incentives, conferences & exhibitions

Meetings: sharing information within a company or meeting people from other companies

Incentives: travel as a company reward

Conferences: lots people (100+) meeting for one or more days

**Exhibitions:** people visit to view products or services





#### What is the travel & tourism industry?

- . Every 1 in 11.5 people are tourists
- . Big growth in tourism and travel over last 40 years

Travel & tourism industry is a mix of a huge range of businesses

## **Travel & Tourism**

airlines car rerships tran

ccommodation

& catering

olidays

travel ager:

business ray

package holidays

tour operators

cafes

specialised holidays

maps

guides

tourist information & guiding services

tourist information centres

museums beaches

attractions

shopping

theme parks

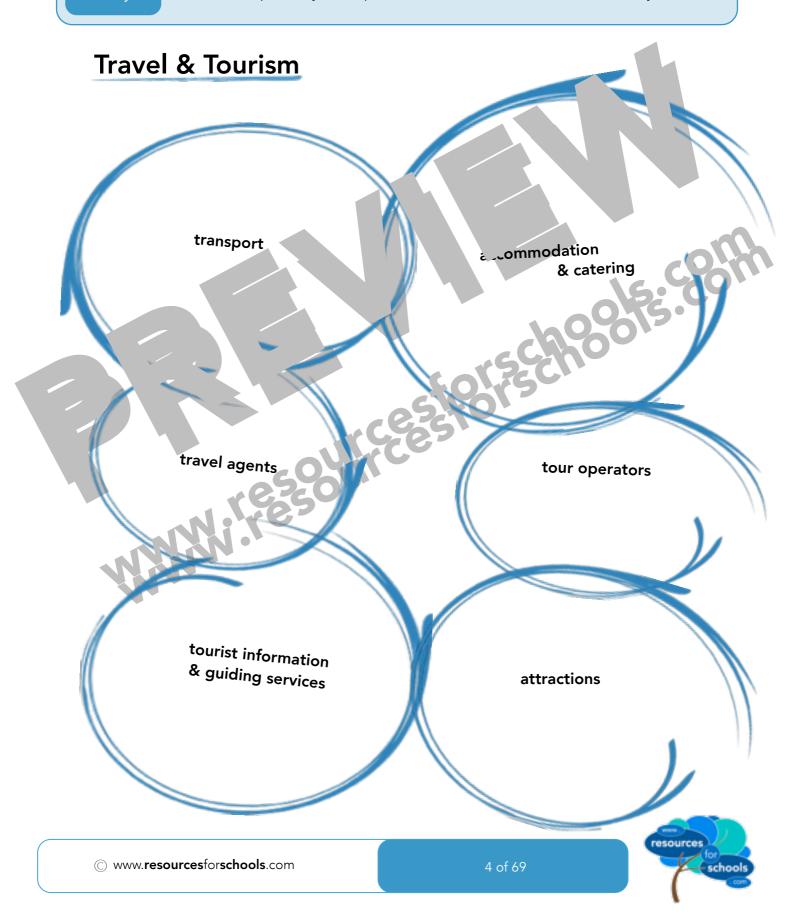
sports events



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Activity 2

Give examples of your experiences in the travel & tourism industry





#### What is the travel & tourism industry?







#### Role and function of tourist boards

The role of the National Tourism Organisations is very important - to increase to number of visitors to their country.

Government may give the the NTOs a target to achieve

- . increase number of tourists to X
- . amount of money spent by tourists = X

NTOs develop strategies to achieve tho targe



zxampi 'a tourist board: Croatia

Aim: to increase number: fr urists (inbound) to their country and o-ordinate country's activities in the ting tourists



- bringing together all the offerings for tourists of the Republic of Croatia
- doing market research for the promotion of Croatian tourism
- making promotional plans of the Croatian tourist product
- analysis of promotional activities
- establishing the Croatian tourist information system
- doing tourist information activities around the world
- providing and coordinating incentives of all the tourist boards, as well as all
- putting tourist offices in foreign countries,
- helping tourism in undeveloped parts of the Republic of Croatia





#### What is the travel and tourism industry?

#### Role of tourist information & guiding services

#### **Tourist information Centres**

- . giving information leaflets, guides, brochures + online
- . offer advice + book accommodation, transport etc.
- . local guides

#### **Guiding services**

- . tour guide showing visitors around site own regi
- . explain history, geography, culture, trac onside a are to

#### Role of ancillary tour civices

- . other services offe 'to' sts
- . ticket
- . trav suran
- rei ae
- l. Isc nirs





Visitor information, Blue Mountains, Australia



Visitor information, Chicago



Currency exchange



Visitor information, Bath, England





#### What is the travel and tourism industry?

Roles of the sub sectors

#### Travel agent

. give information and offer advice

. make all holiday rang and



#### **Miniples**

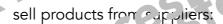
- . independent
- . in a local area



Trav gents

Multiples
. many branc' e.
around the country

▶ i nomas Cook



. airlines . tour contains . car hire companies .

lete. . currency exchanges .

transport . travel insurance .





#### Online wal agents

or

Deal directly with suppliers eg Emirates airline or a hotel



Computerised Reservation Systems - CRS
Global Distribution Systems - GDS
. used by travel agents to book



Travel agent in a mall





#### What is the travel and tourism industry?

#### Role of the tour operators

#### **Tour operators**

Package holiday = flights, transfers, accommodation, activities etc = one original prices.

. Easy . Convenient C per.

Tour operation

:kage lidays

one fixed price

Juy ape uy bulk

Includes: flights, transfer accommodation, activities ecc + tour government

#### To make a profit tour opera consulust :

- . meet the ne nake expectations of customers
- . provide o-ordinated services
- . buy in bulk to reduce prices
- . arrange the visas, ticketing, vouchers etc
- . keep customers safe
- . provide all necessary information (maps, guides etc)
- . get feedback to improve

#### Leading tour operators:









#### Role of tour operators, travel agents & tourist informations centres

Activity 3

Read each statement and circle the correct answers (they may be more than one)

Statement	Tour operator .	Travel agent . Tou	rist inforr on
<ol> <li>Provide information like maps, guides etc</li> </ol>	Tour operator	Trel t	nfori. 1
2. Provide currency exchange services	To or tor	vel agent	Tourist information
3. Provides package he'	Tc operati	Travel agent	Tourist ir <sup>f</sup> ormatic
4. Knows mos out cal	Tour operator	Travel av c. t	Tourist information
So have ir own airline	Tour operato	Travel agent	Tourist information
6. Le shops and are online	Tour operator	Travel agent	Tourist information
7. Thomas Coo'	Tour operator	Travel agent	Tourist information
8. Sells package holidays	Tour operator	Travel agent	Tourist information
9. Buy in bulk, to sell more cheaply	Tour operator	Travel agent	Tourist information
10. Sell travel insurance	Tour operator	Travel agent	Tourist information





#### What is the travel and tourism industry?

#### Role of the accommodation operators

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 . shens
  - . gym
    - . fully s ·d

#### n-ser 😅 d

Provide accommodation only Including houses, cottages apartments, caravai

#### Ch.

vational or International

- with many units:
- . Hilton Jameirah
- Sheraton . Premier Inr
  - . Marriot At and

#### Independent

Only a one or few units usually is one area

Accommodation ratings - different countries use their own ratings for different types of accommodation

. International hotels have a star rating: 5 to 1 (7 star for the Burj Al Arab, Dubai)











Other types of accommodation have a similar rating for each country, but not all countries ratings mean the same





#### What is the travel and tourism industry?

#### Types of accommodation available in most destinations







# Bed & \ \ \kfast

.5r ns +



#### 러아의 apartment

- . larger accommodation
- . services



Holiday camp in the UK

### Holiday camp

- . cabins, caravans or tents
- . some services



Motel in the USA



#### Holiday home Air bnb

. one room or apartment or house



Motel

- . 10 rooms +
- . by a road



#### Types of accommodation

Activity 4a

Research examples of the different types of accommodation





- 1. \_
- 2.

ាoliday camp



Motels

Holiday home



#### Types of accommodation

Activity 4b

Explain who might stay in the different types of accommodation and why?



Why? \_\_\_\_\_



Who? \_\_\_\_

Why?





The USA has 1000s of motels, the UAE has none, why is this?

ols.com

Who?\_

Who?\_\_\_\_

Why? \_\_\_\_\_

Holiday home



Who?

Why? \_\_\_\_\_



#### What is the travel and tourism industry?

#### Role of transport providers

Transport helped in 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 . Departure points .













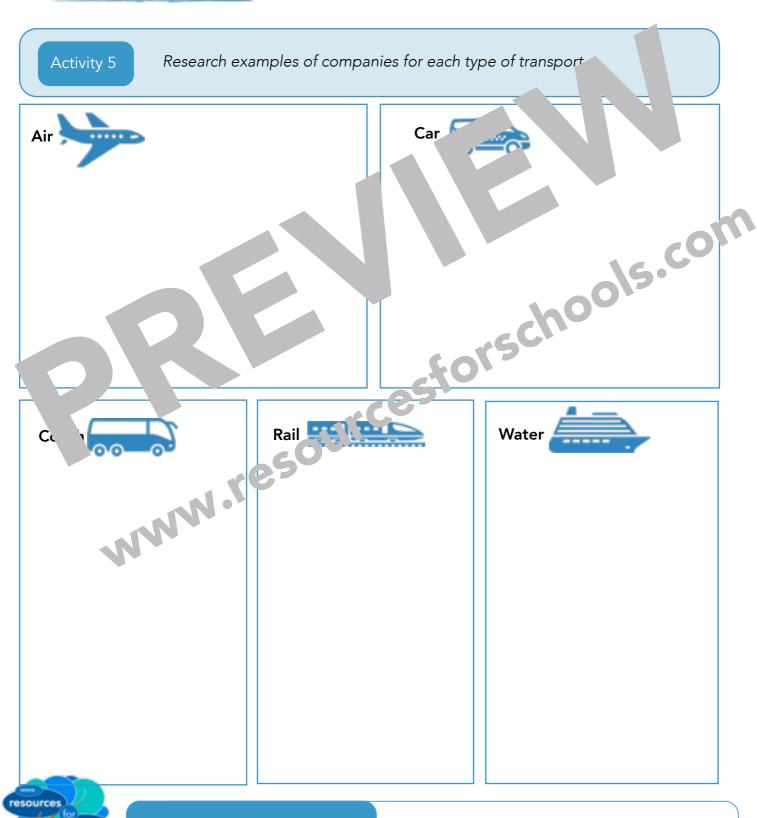
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1.1 Understand & explain the structure of the international travel & tourism industry

#### What is the travel and tourism industry?

15 of 69

#### Role of transport providers



- 1.1 Understand & explain the structure of the international travel & tourism industry

#### What is the travel and tourism industry?

#### Role of attractions and entertainment centres

Key part of travel and tourism industry - often the reason why people visit place

Always changing: entertainment, education, relaxation and amusement

Change and adapt to attract visitors and make a profit.

#### Natural attractions

. mountains . forests . coast . baches .







Activity 6a

ttaction Li

Man-made	(huil±)II	att :	actions
Iviaii-iiiauc	(Dui /	a tr	actions

- . theme : rks. museums. heritage centres. shopping centre.
- . anima, parks . cinemas . historic sites . sports facilties .





Activity 6b	List examples of man-made attractions in the UAE		



Activity 7	Name of attraction:
Location	
Type of attraction	
What is there for the visitors to do?	
Catering	
Cost	60
For tourist or business traveller?	hools.
	Name of attraction:
ation	11 Ce
Type of attraction	4e50

Catering

Cost

resources

For tourist or business traveller?

What is there for the

visitors to do?

	Name of attraction:
Location	
Type of attraction	
What is there for the visitors to do?	
Catering	
Cost	700
For tourist or business traveller?	hools.

	Name of attraction:
ration	- III Ce
Type of attraction	re50
What is there for the visitors to a 3?	
Catering	
Cost	
For tourist or business traveller?	

Activity 8 Rese	earch examples of companies under each heading	
Entertainment		
Transport		
		3/5.0
Travel agencies	Sors	hoon
A mmodation	20114Ce2	
	N.Yes	
Sport & Leisure		
Attractions		

#### Structure of the international travel and tourism industry

Review 1.1 Write six summaries and list th	e key words/terms for this topic
	2
3	4
5	650

Activity 9

#### Answer the exam style questions

a) Define the following toward (2 / 2)
a) Define the following terms: (2+2)
Leisure tourist
Business tourist
b) Explain two vhy might prefer to book a holiday with a tray c'againt (3+3)
1-5-1-5-1-5-1-5-1-5-1-5-1-5-1-5-1-5-1-5
1682,
2
c) Explain +h : > >le of a travel agent (6)



Activity 9 Answer the exam style questions
d) Define the following terms: (2+2)
Self catering accommodation
Air BnB
e) Explain two reasons viter is might proto book a package holiday (2-3),
1 Cot's
wcesio.
10504
f) Explain it e role of a National Tourism Board (6)



Activity 9

Answer the exam style questions

g) Explain the importance of occupancy rates to National Tourism Boards
La Co
h) Define the following te. (2-)  Serviced accommodal in
Serviced accommod: n
6019
51
Sch led flights
Schilled hights
i) Explain two passons why attractions are important to tourist destinations (6)
1
2



Activity 9	Answer the exam style questions
j) Define the follo	wing terms: (2+2)
Natural attraction	s
Man-made attract	tions
	COL
k) Explain two rea hotel (3+2)	sons vitor is might proto to book a chain hotel rather than all independen
	4CB 5101
Ž.	-esouli
	M·
l) Explain why the	hotel rating system is important for tourists (6)





#### What is the travel and tourist industry?

#### Impact of tourism

Tourist activities have advantages (positive) and disadvantages (negative)

Recent years tourism been positive for Less Economically Developed Co IC) ries (L

Improved transport means anywhere in the world is accessible in ₹S

Between 2001-2010 LEDCs tourism grown by 48% rest the world 17%

Growth of tourism in More Economically [ elo, Col ies (M'C) also increasing, vools.com with new attractions or improving \*\*raction al Villageر Iread ere.

#### The POSITIVE econ ..npacts of ເ

- s for international and local business as . Tourism pr pac
- of w rds a ar intensive) . Tourism
- e bus lesses in other areas of the so nomy
- 834 s get most of their foreign currence (money) from tourism
- 5\$ 800 billion in tax from tourism around the world
- s of workers involved in tourisr ,



souvenir sales





restaurants



street market



hotel



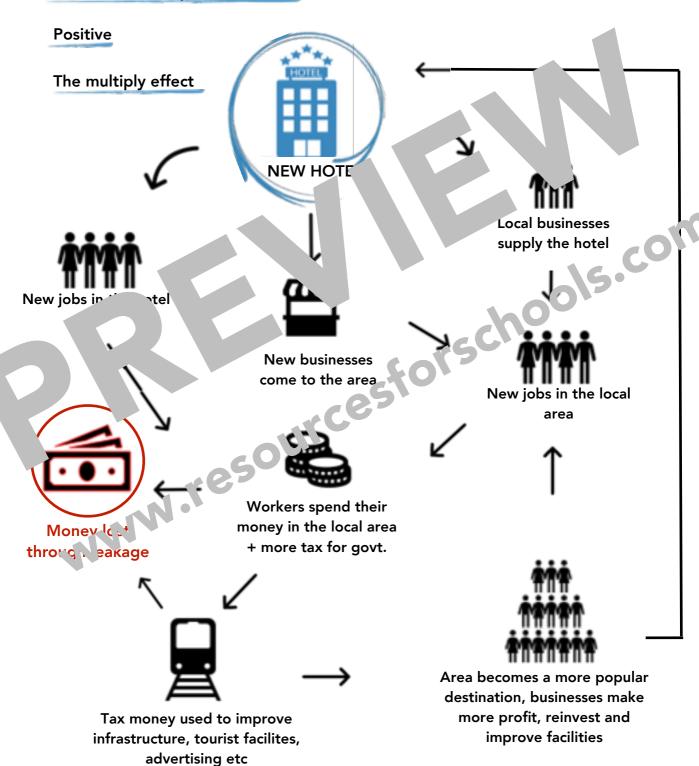
sightseeing





#### What is the travel and tourism industry?

#### The economic impacts of tourism



A -4114	10
Activity	ΙU

#### List examples below

(ESSEED)	
New job	s in the hotel

Examples of jobs in a hotel:

1. \_\_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

4. \_\_\_\_\_\_ 5. \_\_\_\_ 6. \_\_\_



.

Local businesses supply the hotel

Examples of businesses that sup, hote'

1. 2.

5. \_\_\_\_\_\_ 6. \_\_\_\_\_



Ex ues of r w businesses that might come the rea near a hotel:

1. \_\_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

Ner sines.

4. \_\_\_\_\_

6. \_\_\_\_\_



New jobs (1.1 e loca. rea

Example: - ' , cal jobs in the area:

2. \_\_\_\_\_ 3. \_\_\_\_

4. \_\_\_\_\_\_ 5. \_\_\_\_\_ 6. \_\_\_\_\_



Examples of how the government might spend the extra tax money:

1. \_\_\_\_\_ 2. \_\_\_\_ 3. \_\_\_\_

4. \_\_\_\_\_\_ 5. \_\_\_\_\_ 6. \_\_\_\_

7. \_\_\_\_\_\_ 8. \_\_\_\_\_ 9. \_\_\_\_\_

Tax money used to improve infrastructure, tourist facilites, advertising etc

resources

14

#### Case study: Liverpool European Capital of Culture

The European Capital of Culture (ECoC) was started by the European Union in 1985, with the title awarded every year to a European Union country. Cities awarded this have culture-led urban regeneration.



Economic impact in Liverpool	
Increase in number of visitors	34%
Reason for visit - ECoC	35%
Total visit	9.7 million
First on ors to L	5.4 million (66%)
Internati Visitors	2.6 million
International visitors reason for isit - ECoC	97%
Nights spent i Niv rpool	1.14 million
John Created	10,225
Tourist spending in Liverpool	£521,630,000

Overseas visitors increased in the build up to ECoC in 2008, dropped for 2009 & 2010, and have increased since.

2000 = 200,000 overseas visitors

2017 = 839,000 overseas visitors

Source: Impact 18

England"s Northwest Research Service and Impacts 08 (2010) - Economic Impact of ECoC Visits





#### What is the travel and tourism industry?

#### The economic impacts of tourism: NEGATIVE

Often richer countries benefit more than poorer ones LEDCs often need financial & management expertise from outside their country From package holidays 80% of travellers' money goes to international airling hotels and others, this is known as leakage

#### Import leakage

Imported goods - equipment, food & drink etc (eg Coca a)

Much of the money therefore goes out of the cour



#### **Export leakage**

Building tourist infrastructure son, 'els can be ry expensive - can be too expensive for many LED'

Large multi-national condities on use the content oney (capital) to build the toward facilities Much of the condition by these companies

#### ^" ive "

Il incl e h ays, everything is included for a ked price - food, drinks,

e holidays are popular on cruise ships and in resorts.

BL scal businesses loss out eg bars ard sutaurants.

#### Infrastructure spending

Local government & Local governm

#### Inflation

With the arrival of tourists, prices of goods can rise (inflation), badly effecting locals. The price of land and property can increase with tourist facilties meaning locals cannot afford land in the area.

#### **Tourist dependency**

A local tourist economy can suffer if tourism goes in decline through natural disaster or terrorism etc.



#### What is the travel and tourism industry?

#### The economic impacts of tourists

Activity 11

Read the statement for the case studies and decide if it TRUE or FALSE

	Statement		
1	ECoC for Liverpool increased visitor numbers		
2	Inclusive holidays are good for loc rest ants ars		
3	Infra-structure and can ve local apayers owning a lot of money		
4	ation ften rob! or locals in tourist areas		
F	Live. I had 9.7 million first time visitors for the ECoC		
	Tourism makes all the coals in the area richer		
7	To picts often prefer international goods than local ones		
8	More people visit Liverpool after 2010 than did during 2008		
9	Poorer countries always benefit more from tourism than richer countries		
10	Tourism can have positive and negative impacts on the local community		



#### What is the travel and tourism industry?

The economic impacts of tourists

Activity 12

What are the positive & negative economic impacts of tourism on any chosen location?

Positive	Negative
	20015.C0 Ce5
	1.00/5.0
	Forsch
ur	ces
101.462	
MA	





#### What is the travel and tourism industry?

#### The environmental impacts of tourism

Natural and man-made environments are important to locals and tourists

Tourists and tourism aren't always good for the environment - b

#### Conservation of the natural environment

- . tourists often want the environment to b unspoilt
- . encourages environmental rote conservation and re-
- . destroying the environm eac less to its
- 'life •serves ctic ren . pi

Positiv mpact tourism on the environment

#### y from tourists

- y that rism brings to a country vernments to spend on the protection of the environ n. . environmental friendly rolluays are increasingly popular
  - eco tourism

#### Restoration of the urban environment

. increasingly tourists are seeking out the old rather than the new . many 'old' areas of towns & cities have been restored & now attract tourists

- . tourn nat has minimal negative impact on the environment
- Eco Tourisca . tourisca . som . some destinations are now rated according to their environmental impact for destinations being eco friendly and sustainable is both good for the environment and good for business









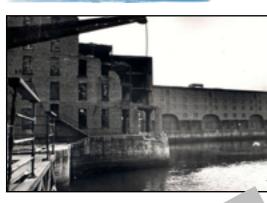
17

#### What is the travel and tourism industry?

The environmental impacts of tourism

**Positive** 







Built in 1846, the docks and very success as the entrance was too small arrange ships. By 1926 ks arely used by snips, only for storage.

Used again uring ld V. I (1966 5), but not for long. By 1972 the cocks were empty.

198. Le A rt L. Company and the Merseyside De ve opment Corporation developed restor e docks as a tourist destination. N. J. eum, hotels, restaurants and shops are popular as a ethe events regularly held there.





Gijon encourages eco tourists to its city & rural areas. The money from tourism is used to preserve the environment & improve the lives of the locals, with new jobs and better services.





# What is the travel and tourism industry?

# The environmental impacts of tourism

Tourism has a negative impact on the environment, when it harms the environmer This can be done in a number of ways

# Loss of habitat

- building tourist facilities hotels, golf courses etc, can destroy natural habitat
- loss of plants and animals cannot be replaced
- . soil erosion is common problem
- . tourists & vehicles of destroy fragile habita scare an:

rative mpace of the environment

Ilution one grow for irism constraints as the

rth of pollution:
Increases & Scal waste plants
struggle to cope with it
Lease in litter on land & sea

. air pollution increases (vi 'n more vehic'es on tro road

. noise pollution increases with

tou is events & activities

. sea point or from boats plus littler

## ı. rces

- . natural resources come under pressure with locals & tourists needing them
  - . water shortages can one or with things like golf courses needed huge amount of water
  - . land becomes ore expensive & too expensive for locals



Rubbish at Everest base camp



Pollution at the beach





# The environmental impacts of tourism

# Negative

# Bimini Island, The Bahamas

The islands are only 80km from Florida. It has been used for many film locations including James Bond movies.

Mangroves surround many of the islands and are important large waves.

The standard of living for many people is very low fishing for a living. Some people would like jo sm.



lectin ... nds i

on the isk depend on

### Bimini Bay Resort - effe י+ nc nvironn.



### enviro nt

- ngroves destroyed
- w.reso h Bimini lagoon damaged

# **Effect**

# orschools.com N - r environment

Hurricanes quite common & mangroves help protect against wave surges

. Sewage leakage into mangroves

# Wildlife

- . Less fish & co. in
- . Dolphins obster, sharks & turtles threatened



# Wildlife

- . Local fishermen suffer
- . Tourism suffers with loss of wild life

# Water resources

- . Tourist increase demand for water
- . Planned golf course make water situation worse



# Water resources

- . Locals suffer with some water shortages
- . Pumping more water can cause salt water to get into fresh water supplies



# The environmental impacts of tourism

Activity 14 Answer the questions below
a) Explain how Liverpool improved its urban dock environment?
Schools.
courcestors
b) Why do you think the Bah valical government allowed the Bimini Bay Resort to be built?





# What is the travel and tourism industry?

# The socio-cultural impacts of tourism

# Tourism development

- . improvements in infra-structure eg roads
- . new opportunities for hosts eg jobs, higher incomes
- . jobs in rural areas, stop people leaving the countryside
- . tourist facilities used by locals eg restaurants, spc



# Cultural

. ir. rove traditional industries eg arts & crafts as tourists war to s ວພາ enirs . local festivals in a sved with courist interest improve contaral sites (for tourists) & help preserve them

- in the understanding of each other traditions/culture/religion etc.

  reduce prejudications.
- . local guides act as ir \ mation hubs & give positive image



Popular festival in Romanian



Tourists & locals enjoying traditional Thai festival





# What is the travel and tourism industry?

# The socio-cultural impacts of tourism

# Tourism development

- . too many tourists can cause congestion/overcrowding
- . local prices can go higher with tourists
- . many jobs created for locals are lower paid foreigned ave higher pe
- . money from businesses can go out of the cour

regatives social cultural cult

# Cultur al

. cultural areas can be ruined with tourists arriving in le ge numbers . locals can be westernised and lose own real language, traditions etc cultural activities can be fake

# rist-hc elations

- tourist behaviour can be rude 'ourists not respect local custom / religion
- . increase in crime as tou is a rives
- . sex tourism can explc it young women and children



Sex tourism in Mumbai, India



Over development, with locals pushed out of popular tourist areas



23

Case study: Sauraha, Nepal

Taken from research by Janardan Poudel Ph.D Scholar, Mewar University,



# The socio-cultural impacts of tourism

# Housing

. modern style houses for young people

Po socio-curaral mpacts

# Local business

. many local products for sale to tourists in clinding in the hotels

# Culture

. visitors learn about Tharus traditions & culture

# Work

oc kin

# Housing

. traditional Tharus housing being lost

# Moral benaviour

- . increase in gambling
- . more drug use

Negative socio-cultural impacts

# Family

Work

. less multi generation living, young families live alone

. traditional work in farming in decline as young people prefer tourism

# Religion

- . less time to spend worshipping
- . other religious festivals arriving



24

Case study:
Banaue
Rice Terraces
Philipines



Banaue rice terraces are over 2000 years old & a nown "Eighth Wonder of the World", & a World ritag NESCO).

Tourism grown in the area, over last 1 rear. ith h 's, sho etc.

Impact of tourism on +1 Ifus eop has be real

# Culty

- . c ral pe mar & rituals
- min cha. 'to suit tourists eg gricul. Trituais
- . locals partners them for tourist money . locals in traditional dress pose for chotos for tourist money
- . tourists learn little ab out the Ifugao culture & traditions

# Farm n

- . some farmers growing vegetables for tourists rather than rice
- . many farmers prefer tourist jobs
- . fewer workers for rice farming & workers now more expensive
- . prices gone up for farmers
- . standard of living for farmers not risen

# Land

. rice are as o d or changed to build account judation or shops for tourists

# Natural resources

## Water

. farmers now compete for water with hotels & other tourist activities

# Wood

. forests are being cut down to make tourist wood carving souvenirs

# **Artefacts**

. artefacts handed down in the family for generations end up being sold to tourists & collectors

. now locals try to preserve them



# The socio-cultural impacts of tourism

Activity 15

Read the statement and decide if it is TRUE or FALSE

	Statement	F
1	Banaue rice terraces are over 3000 years old	
2	Banaue forests are being cut down for our iouv	
3	Banaue rice farmo v have ≥ b€ tandard living	5.00
4	Bε e pec pre bein mers than work in tourism	
	Vater i short supply in the Banaue region	
6	The Nepalese working in tourism have higher wages	
7	Fewer N alese want to be traditional farmers	
8	Traditional Tharus houses arer being built for tourists	
9	Tourism has brought drug use and more crime to Nepal	
10	There are less extended families in Nepal	

# The socio-cultural impacts of tourism

Review 1.2 Write six summaries and list the key words/terms for this topic
3
5

Activity 16

Answer the exam style questions

a) Define the following terms: (2+2)
LEDC
MEDC
b) Explain two r wh, can be posite for an area (3+3)
1 (0) 5 (1)
2
11/65
c) Explain the nultipler effect of a new hotel opening (6)



Activity 16

Answer the exam style questions

d) Define the following terms: (2+2)
Import leakage
Export leakage
e) Explain two s wi a may become courist dependent (3+3)
1 - Cho
\$013
, ce,5
2
250
f) Explain has all-inclusive holidays can be bad for local businesses (6)



Activity 16

Answer the exam style questions

g) Explain three reasons why tourism has been for bad for the Banaue region in the Philippines
(3 x 3) 1
2
15.60
100
200
, ce
h) Discuss the ways that visit or attractions may help preserve the local culture





# What is the travel and tourism industry?

# The role of national and regional tourism boards





# **Economic**

- . multiply effect creates jobs
- . raises standard of living
- . increase foreign cui
- . improve infracture

Reasons why vernments want to develop tourism

# **Political**

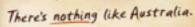
improvement in economy in good for government developing the of tourism improves liew of country around the world

# culturء۔

- romote understanding
- ve good relations between local atturists
- . Invest in traditions, cultural activities etc.
- . 'sense of pride' in our contact

# **Environmental**

. improve natural environment for locals & tourists







YOUINGREEC



# What is the travel and tourism industry?

# The role of national and regional tourism boards







# Long term plan

- . plan for 5 10 years to develop tourism
- . include goals to achieve

# rart of an Jonomic plan

a government looks to improve a country m fits in with other developments he government needs to do to l'ely tourism

. how tourism is g , , g to impact

wh . exp to.

rent 9 SC

ws made that might be needed:

- ecially in LEDCs)
- health & food safety
  . environments

- . transpo i les
- . airline standards

Actions of natio. al governments

# **National Tourism Organisations** Marketing

. marketing & promotion of tourism . encouraging private companies . promote the country around the world at exhibitions & trade shows . promote special events . oversee market research







Activity 17

Rank the reasons why governments want to develop tourism

Rank	Reason	Explain why this reason is important
1		
2		
3		als.com
4		sorschool

Activity 18

Explain what action a covernments take to develop tourism



# What is the travel and tourism industry?

# The provision of travel & tourism information centres in country & out of country



Dubai's **Department of Tourism and Commerce Marketing** gives tourist and business (commerce) information to visitors.

This information is given from seven offices in Dubai and a preserved around the world.

Information includes: maps, transport options, show at ctions, events etc + business information & tel vatures.

id mark on the 18 DCTM offices arour d the voild, using the

# **DTCM** overseas offices:

- 5. Stockholm (Sweden) 6. Milan (Italy) Mo. v (U. ) 8 dney (Australia)
- 9. Johannesburg (South Africa) 10 Mumk India 11. Jng 12. Tokyo (Japan)
- 13. Beijing 14. Guangzhou 5. S. hai ( na) 1 adden 17. Riyadh (Saudi Arabia)
- 18. Zurich (Switzerland)

an L

Activity no sers



28

# The provision of travel & tourism information centres in country & out of country





# Customer Information & Service Department

. giving information to visitors



Sinc 'sitc acros' nga, 3



'ngapore Visitors Centres







. establish Singapore as a business & convent on centre . conferences, exhibitions & trade fars are important part of tourism



Bureau provides:

- . advice on venues
- . estimates for costs
- . advice on accommodation
  - . transport solutions
- . other services. inc. audio-visual etc



Singapore International Centre



s.com

# What is the travel and tourism industry?

Review 1.3 Write six summaries and list	the key words/terms for this topic
	2
3	4
5 esour	
rces for schools 51 of 69	© www. <b>resources</b> for <b>schools</b> .com

Activity 19 Answer the following exam style questions	
a) Define the following terms: (2+2)	
National Tourism Board	
Convention Centre	
	2/5.
b) Explain three reasons why governments want to develop tourism (3 x 3)	
1	
65,0.	
1050	
2	
3	



Activity 20

Answer the following exam style questions

c) Explain th	ree ways in wh	nich governmen	ts can develo	p tourism (3 x	3)	
1						
2						
						CO
					-0	5.
3					000	
				015		
		>	25	10.		
			400			
		600				
d) Explain h	ow Singapore	informs its touri	sts (6)			
-, <u>-</u> , , - , ,			(-)			
1						



# 29

# What is the travel and tourism industry?

# Tourism participation rate

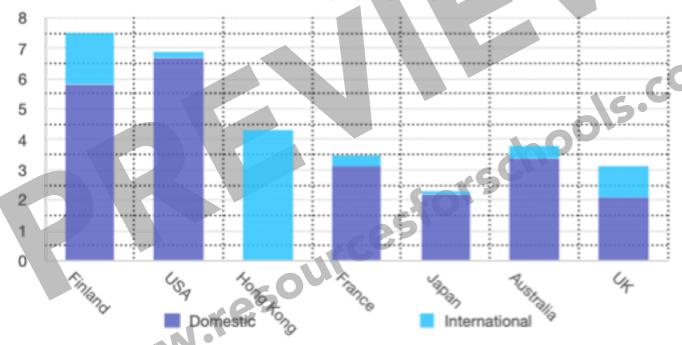
. is the % of a population that are tourists (domestic or international)

Europeans = 70 - 85% Poorest countries = 2 - 5%

Growth areas = India & China 1% increase in tourism = 10 million tourists

Patterns of demand for international tourism; historic trands of international tourism, volume & value





Activity 21

- 1. Which country has the most people travelling internationally? \_\_\_\_\_\_
- 2. Which country has most people travelling domestically compared to internationally?
- 3. Which people take the most trips per year? \_\_\_\_\_\_
- 4. Which of the 7 countries has the least number of passport holders?



(30)

# What is the travel and tourism industry?

Patterns of demand for international tourism; historic trands of international tourism, volume & value

Growth in international tourism has been strong since 1950.

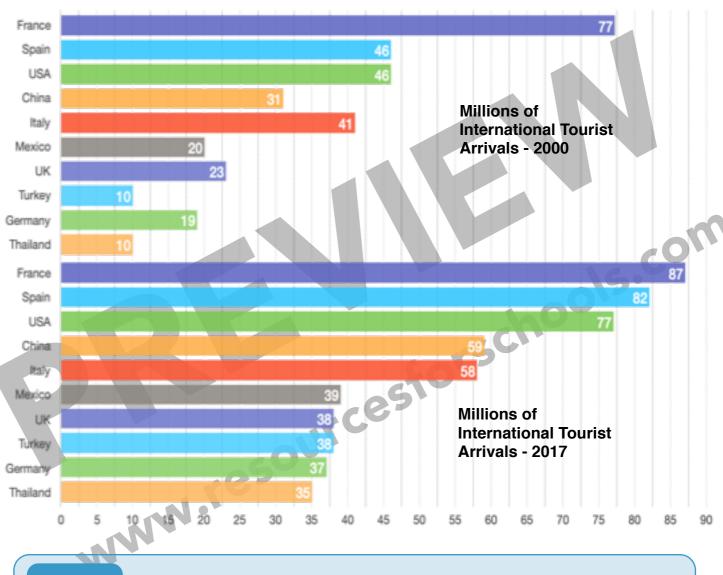


# Activity 22 Answer the questions below

- 1. How many tourists were there in 1980? \_\_\_\_\_
- 2. What is the projected number of tourists for 2030? \_\_\_\_\_
- 3. When were there 1.2 billion tourists? \_\_\_\_\_
- 4. Why do you think tourist arrivals will continue to rise? \_\_\_\_\_

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Patterns of demand for international tourism; historic trands of international tourism, volume & value



Activity 23

- 1. Which country had the most tourists in 2000?
- 2. Which country has the largest increase in tourists from 2000-2017?
- 3. Which country saw the least growth in tourists from 2000-2017? \_\_\_\_\_
- 4. What increase in tourists did Thailand experience from 2000-2017? \_





Patterns of demand for international tourism; historic trands of international tourism, volume & value

# International tourist arrivals by regions (totals, share and growth)



Activity 24

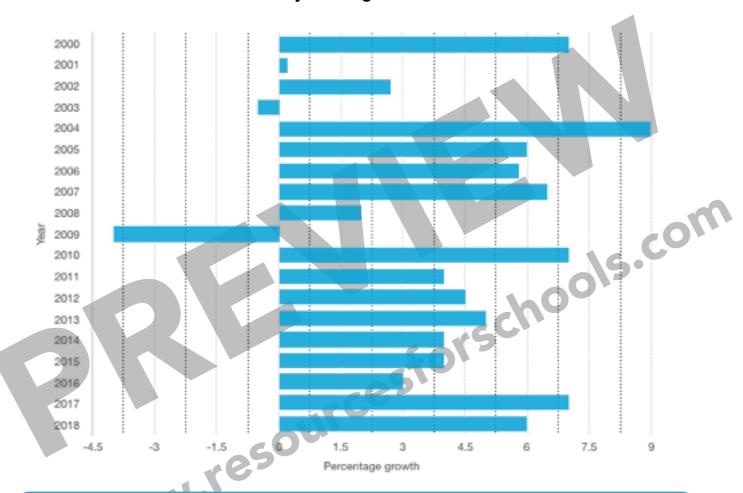
- 1. Which region has the most tourists \_\_\_\_\_\_
- 2. Which region has the largest increase in tourists? \_\_\_\_\_\_
- 3. How many tourists did the Middle East have in 2017? \_\_\_\_\_\_
- 4. Which region has a 5% share of tourists? \_\_\_\_\_
- 5. Which region has the largest share of tourists? \_\_\_\_\_





Patterns of demand for international tourism; historic trands of international tourism, volume & value

# International tourist arrivals by annual growth 2000-2018



Activity 25

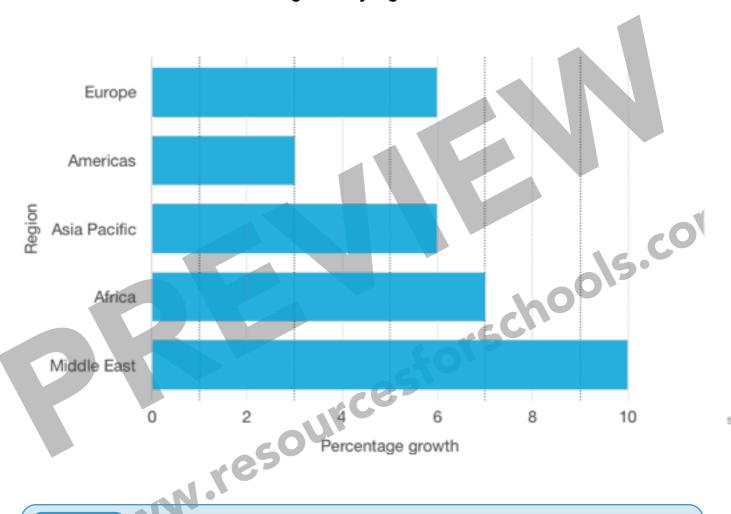
- 1. What growth in international tourist arrivals did the 1999-2000 have?\_\_\_\_\_\_
- 2. Which year saw largest increase in tourist arrivals? \_\_\_\_\_
- 3. In which years was there no growth in international tourist arrivals?
- 4. In which year was there a 6% increase in international tourist arrivals?
- 5. Why did international tourist arrivals decrease in 2008-2009? \_\_\_\_\_



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Patterns of demand for international tourism; historic trands of international tourism, volume & value

# International tourist arrivals growth by regions in 2018



Activity 26

- 1. Which region had the least growth in 2018?
- 2. Which regions had 6% growth in 2018? \_\_\_\_\_
- 3. How much growth did Africa see in 2018?
- 4. Which region had the most growth in 2018?\_\_\_\_\_





Patterns of demand for international tourism; historic trands of international tourism, volume & value

# Other international travel patterns

# Why people travel:

51% = leisure, holidays or recreation

15% = business reasons

27% = visiting friends, religious reasons,

# Type of travel:

52% = by air

38% = by car

6% = by water craft

3% = by rail

# Major tourism generators and receiving countries in the world

Source markets = 55% Europe, 20% Asia & Pacific, 16% Americas

Growth region = Middle East 16% pa

Travel habits:

Northern Europeans go to Southern Europe / Middle East North Americans got to Mexico / Caribbean / Europe

Expectations - more travel to Asia

Now more long haul holidays for Europeans to Asia - growth here at 5%

Slower growth 3-4% in Europe

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1.4 Investigate the patterns of demand for international travel and tourism

Patterns of demand for international tourism; historic trands of international tourism, volume & value

Review 1.4 Write six summaries and list the key words/terms for this topic
4
5

# What is the travel and tourism industry?

Activity 27 Answer the following exam style questions
a) Define the following terms: (2+2)
nternational tourist
nternational tourist receipts
CO
b) Explain why people travel (6)
WWW. Lea
c) Explain how people travel for tourism (6)



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# What is the travel and tourism industry?

# **Destination Investigation**

Use a questionnaire to find out why people visit a destination

Example destinations: Themepark, Waterpark, Castle, Country house

Market Survey Questionnaire	
1. How often do you visit the	
Once a week Two or three times a month Once a month Once every two or three months Rarely  2. Why do you normally visit? a. b. c.	3. Where do you usually eat?  a b c
4.List three of the best attractions	5. Who do you normally go with?
a	a
b	b
C	



# What is the travel and tourism industry?

# **Destination Investigation**

# Market Survey Questionnaire: summary

1. Write the totals in for each	
Once a week	
Two or three times a month	
Once a month	
Once every two or three months	
Rarely	shools.co
	100°
2. Top three reasons for visiting?	3. Top three paces to eat?
a	a
b	b
COU,	
c	C
	F \\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\
4. Top three attractions	5. Who do you normally go with?
a	a
b	b
C	



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# **Promotional material**







**Project: Destination investigation** 











