IGCSE Cambridge

Travel & **Tourism**

Unit 2: Features of worldwide destinations

Name: _____

Form: _____ Teacher: _____

Geography Department

Introduction

1 Destination

A destination is an end point to a journey
For example:

. a country   . a town or city   . a theme park   . an event   . a natural attraction
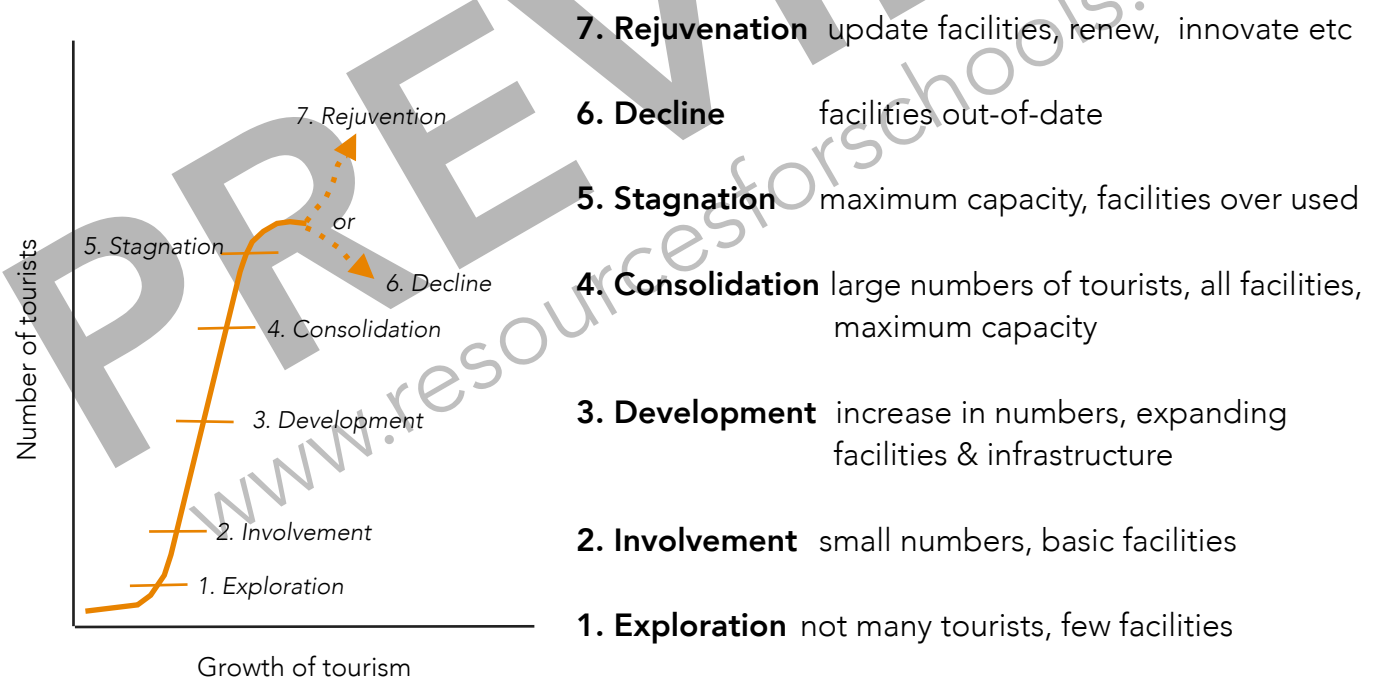
Characteristics of a destination:
. its own character - cultural, traditional, modern, technological etc
. transportation to & from + parking
. accommodation
. catering facilities
. attractions / things to do
. shopping

Destinations are places where tourism develops, grows & changes as the destination changes.
Tourism fits in with the environment of the destination.
There are millions of destinations around the world - competition means only the best will thrive.

Stages of development for tourism - by RW Butler - based on the business 'product life cycle'.

7. Rejuvenation update facilities, renew, innovate etc

6. Decline   facilities out-of-date

5. Stagnation   maximum capacity, facilities over used

4. Consolidation large numbers of tourists, all facilities, maximum capacity

3. Development increase in numbers, expanding facilities & infrastructure

2. Involvement small numbers, basic facilities

1. Exploration not many tourists, few facilities

Introduction

Activity 1a — *Give examples of destinations, that you have visited*

. a country	. a town or city	. a theme park	. an event	. a natural attraction
……………………	……………………	……………………	……………………	……………………
……………………	……………………	……………………	……………………	……………………
……………………	……………………	……………………	……………………	……………………

Activity 1b — *Describe the destination characteristics of Dubai*

………
………
………

Activity 1c — *Give examples of facilities in the stage given:*

Rejuvenation 1…………………… 2…………………… 3……………………

Decline 1…………………… 2…………………… 3……………………

Stagnation 1…………………… 2…………………… 3……………………

Consolidation 1…………………… 2…………………… 3……………………

Development 1…………………… 2…………………… 3……………………

Involvement 1…………………… 2…………………… 3……………………

Exploration 1…………………… 2…………………… 3……………………

Geography Department

2.1 Demonstrate knowledge of main global features

2 **The location of major continental land masses, oceans and seas**

ARCTIC OCEAN

NORTH AMERICA

NORTH PACIFIC OCEAN

NORTH ATLANTIC OCEAN

EUROPE

ASIA

AFRICA

OCEANIA

SOUTH AMERICA

INDIAN OCEAN

AUSTRALIA

SOUTH PACIFIC OCEAN

SOUTH ATLANTIC OCEAN

ANTARCTICA

EUROPE

ASIA

NORTH AMERICA

AFRICA

SOUTH AMERICA

ANTARCTICA

AUSTRALIA & OCEANIA

2.1 Demonstrate knowledge of main global features

3 **The location of the world's major cities in relation to their importance as major transport hubs and destinations**

A transport hub, is a place where people & goods arrive & depart e.g. an airport, train station, bus station & port.

Example: two of the world's busiest airports, Chicago (69 million) & Atlanta (90 million) (USA) have millions of passengers arrive & depart but most do not visit the cities - they are transit passengers.

London (UK) & Paris (France) are very busy hubs - but also have millions of visitors to the city & country.

Source: OAG Report 2018

Rank	Airport	Country	Connectivity Index	Main airline
1	LHR	UK	333	British Airways
2	ORD	USA	306	United Airlines
3	FRA	Germany	302	Lufthansa
4	AMS	Netherlands	286	KLM
5	YYZ	Canada	271	Air Canada
6	LAX	USA	257	American Airlines
7	ATL	USA	256	Delta Air Lines
8	SIN	Singapore	253	Singapore Airlines
9	CDG	France	250	Air France
10	CGK	Indonesia	249	Garuda Indonesia

The most internationally connected airport in the world is London Heathrow Airport (LHR). With an International Connectivity Index which is higher than its nearest rival by some margin, LHR ranks as the world's No. 1 Megahub. On the busiest day for aviation in 2018, there were 66,000 possible international connections between flights arriving and departing at the airport within a six-hour window.

Two of the fastest growing connected airports in the world are Istanbul (IST) and Dubai (DXB), with 55,000 possible connections within a six hour window.

One key thing about most of the top 50 connected cities is that they have one airline based there that has 40% + of the flights:
LHR = British Airways
IST = Turkish Airlines
DXB = Emirates Airlines

2.1 Demonstrate knowledge of main global features

Activity 2 *Using the table on page 4, and your own knowledge answer the exam style questions below*

1. Identify the following: (2)

the share of flights at hub by the dominant carrier - Air France - in France ………………….

the share of flights at hub by the dominant carrier - Korean Air - in South Korea ………………….

2. What is an airport megahub? (2)

……

……

……

3. State **three** services that may be provided at international airports and for **each** give **one** benefit to the passenger. (6)

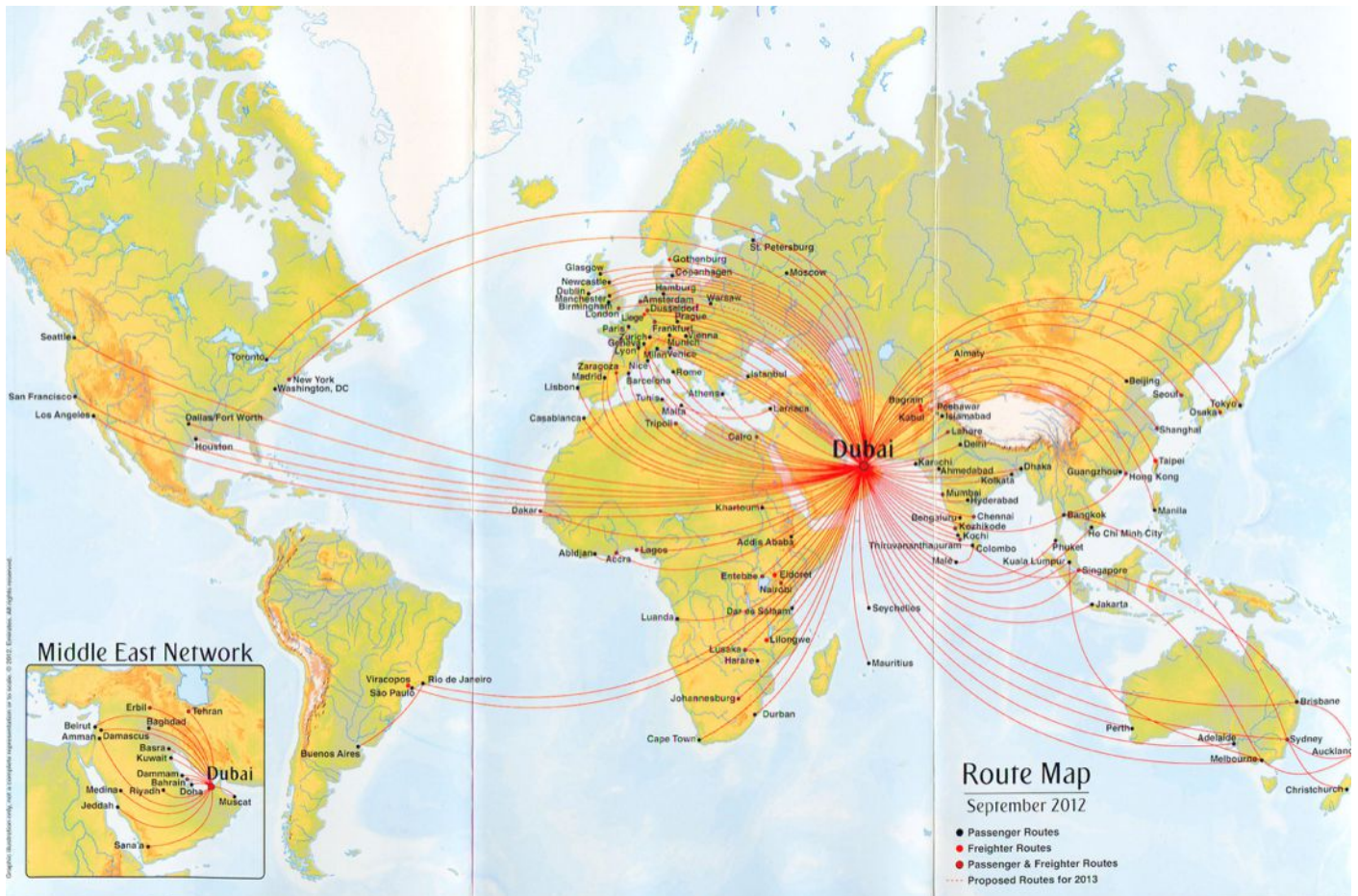| Service	Benefit
Service	Benefit
Service	Benefit

2.1 Demonstrate knowledge of main global features

4 **The location of the world's major cities in relation to their importance as major transport hubs and destinations**

Example of the importance of location for a transport hub: Dubai

Source: Emirates Airline 2018

Dubai has sold itself as the 'crossroads' or 'gateway' between Europe, Asia and Africa, with a flight time of 6 - 7 hours to Europe & Asia.
This location has enabled it to develop as a hub, as well as a destination for leisure and business travellers. It has become a true international destination with over 100 airlines operating out of its airport - Dubai's 'open skies policy'.

Visitors come from all over the world.

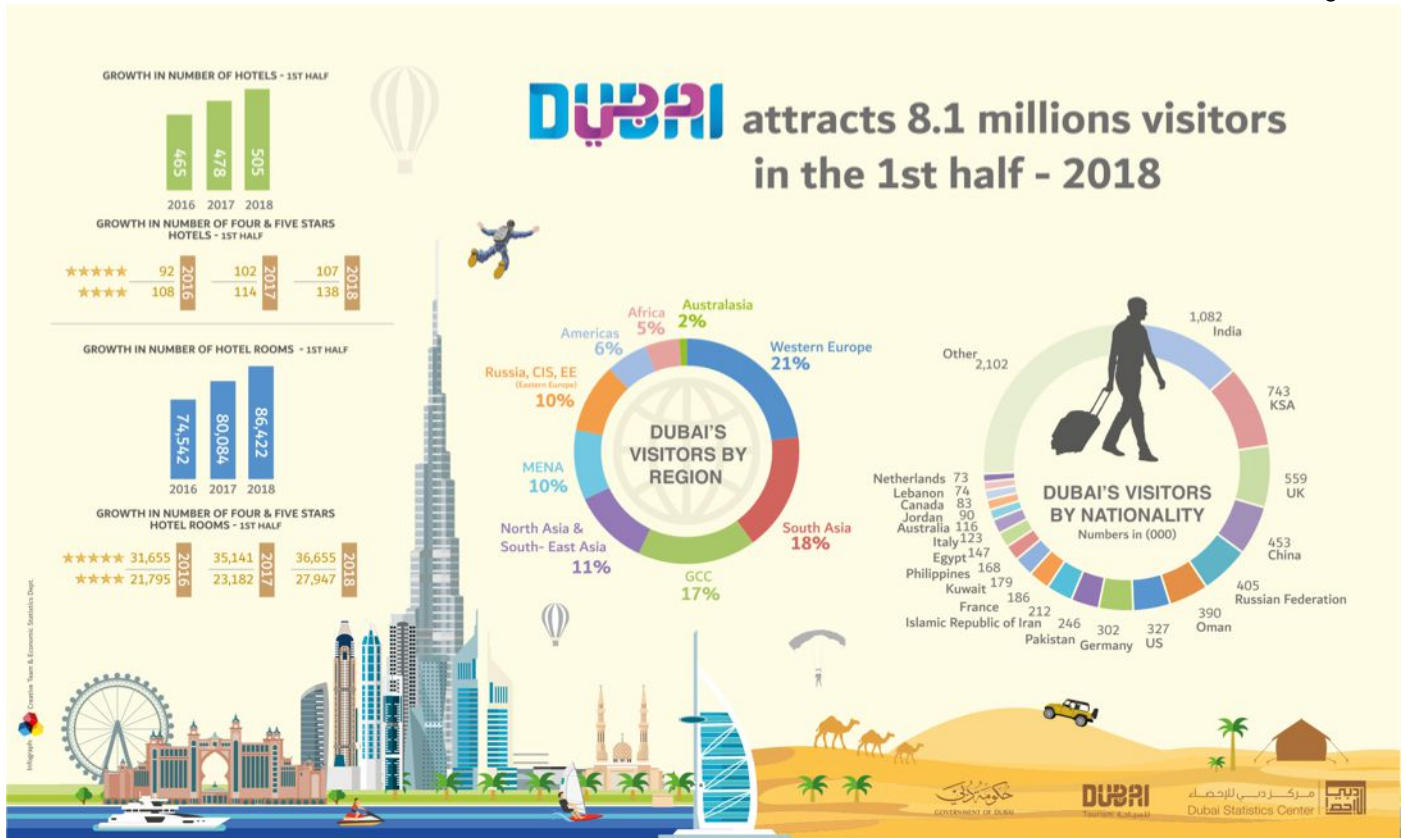Emirates Airlines flies to 161 destinations in 85 countries (November 2019)

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2.1 Demonstrate knowledge of main global features

5 **The location of the world's major cities in relation to their importance as major transport hubs and destinations**

Source: www.dsc.gov.ae

GROWTH IN NUMBER OF HOTELS - 1ST HALF
465 — 2016
478 — 2017
505 — 2018

GROWTH IN NUMBER OF FOUR & FIVE STARS HOTELS - 1ST HALF
★★★★★ 92 | 2016
★★★★ 108
★★★★★ 102 | 2017
★★★★ 114
★★★★★ 107 | 2018
★★★★ 138

GROWTH IN NUMBER OF HOTEL ROOMS - 1ST HALF
74,542 — 2016
80,084 — 2017
86,422 — 2018

GROWTH IN NUMBER OF FOUR & FIVE STARS HOTEL ROOMS - 1ST HALF
★★★★★ 31,655 | 2016
★★★★ 21,795
★★★★★ 35,141 | 2017
★★★★ 23,182
★★★★★ 36,655 | 2018
★★★★ 27,947

DUBAI attracts 8.1 millions visitors in the 1st half - 2018

DUBAI'S VISITORS BY REGION
Africa 5%
Australasia 2%
Americas 6%
Western Europe 21%
Russia, CIS, EE (Eastern Europe) 10%
MENA 10%
North Asia & South-East Asia 11%
GCC 17%
South Asia 18%

DUBAI'S VISITORS BY NATIONALITY Numbers in (000)
Other 2,102
India 1,082
KSA 743
UK 559
China 453
Russian Federation 405
Oman 390
US 327
Germany 302
Pakistan 246
Islamic Republic of Iran 212
France 186
Kuwait 179
Philippines 168
Egypt 147
Italy 123
Australia 116
Jordan 90
Canada 83
Lebanon 74
Netherlands 73

Activity 3 | *Answer the exam style question*

Explain why Dubai attracts visitors from around the world (4)

....

....

....

....

....

The location of the world's major cities in relation to their importance as major transport hubs and destinations

| Activity 4 | *Answer the exam style question below* |

Explain why the global location of a country can be important for the country's airport (4)

....

....

....

....

....

| Activity 5 | *Key words* |

English

Arabic

English

Arabic

English

Arabic

English

Arabic

2.1 Demonstrate knowledge of main global features

| Review 2.1 | Write up to six summaries and list the key words/terms for this topic |

Summaries

| 1 | 2 |

| 3 | 4 |

| 5 | 6 |

Key words/terms

6 Relationship between global position and time zones
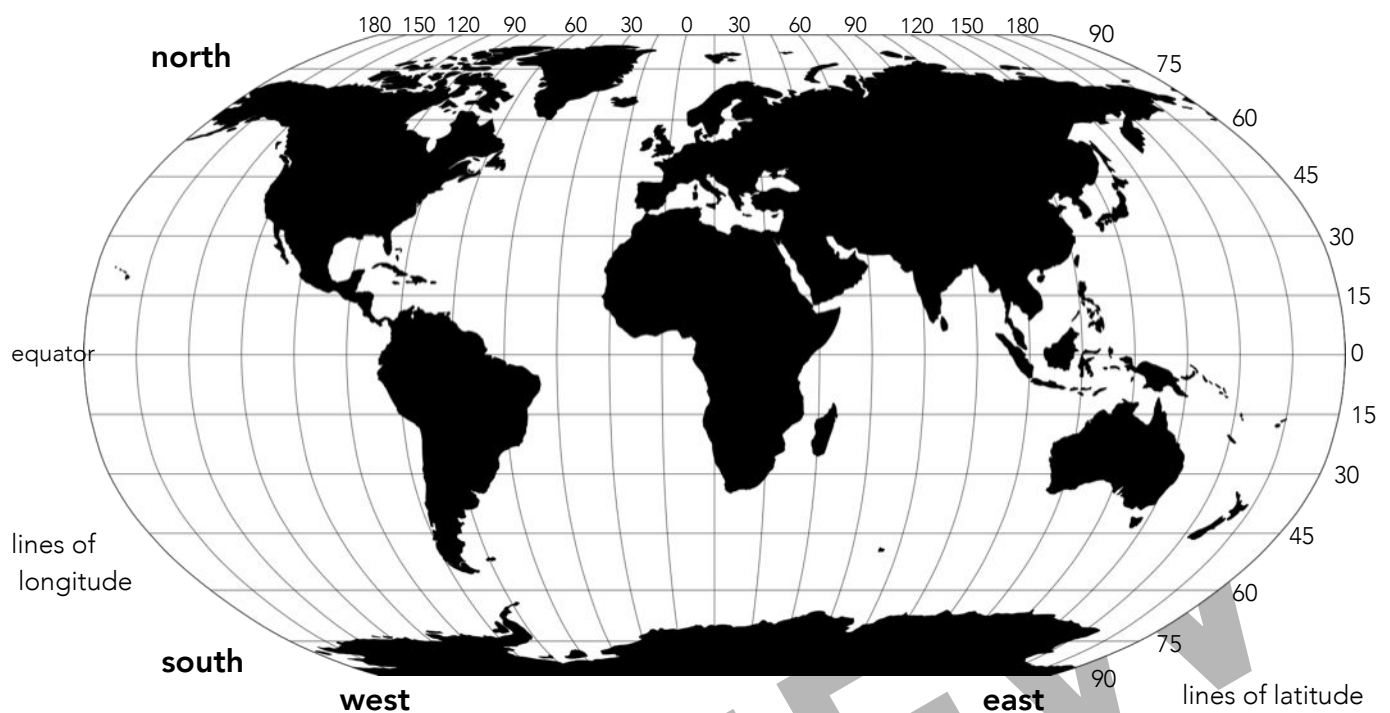
Activity 6	*Research the longitude & latitude of the following cities*

a) Give the latitude & longitude for the following cities

London   ....

New York   ....

Cairo   ....

Tokyo   ....

Cape Town   ....

Sydney   ....
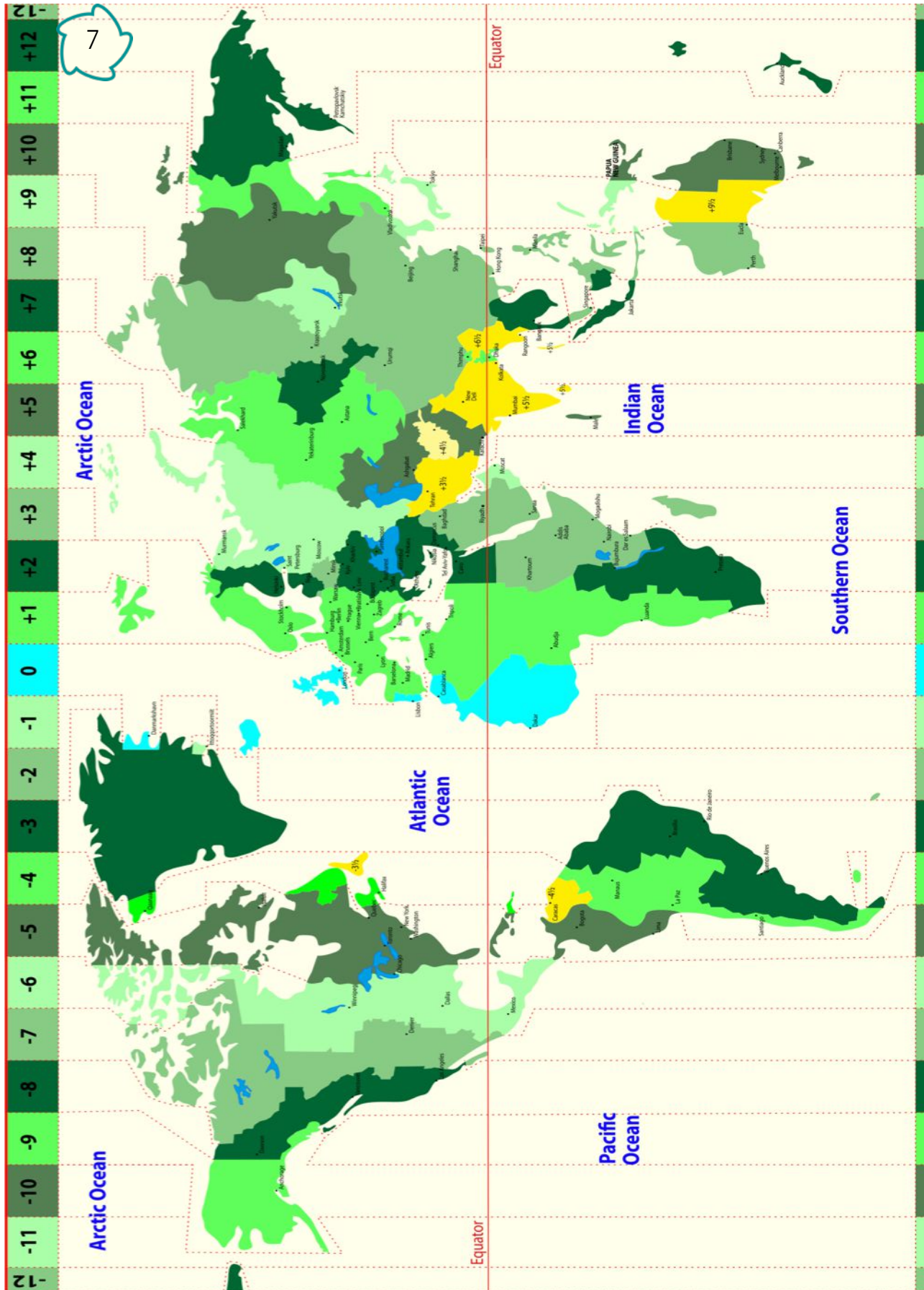
2.2 Demonstrate awareness of different time zones & climates

Relationship between global position and time zones

| Activity 7 | *Complete the times for cities below* |

a) If the time in London is 12:00, what is the time in the following cities?

Paris …………………..   Dubai ………………..   New York ………………..

b) If the time in Sydney is 14:00, what is the time in the following cities?

Tokyo ………………..   Istanbul ………………..   London………………..

c) If the time in New York is 08:00, what is the time in the following cities?

Los Angeles ………………..   Moscow ………………..   Dehli ………………..

d) If you leave London at 12:00 on 1 January & the flight takes 6 hours, what time do you arrive in Dubai?

……………………………………………………………………

e) If you leave New York at 12:00 on 1 January & the flight takes 7 hours, what time do you arrive in London?

……………………………………………………………………

8 Relationship between global position and physical environment

POLAR CLIMATE   SUBPOLAR CLIMATE   TEMPERATE CLIMATE   SUBTROPICAL CLIMATE

TROPICAL CLIMATE   SUBEQUATORIAL CLIMATE   EQUATORIAL CLIMATE
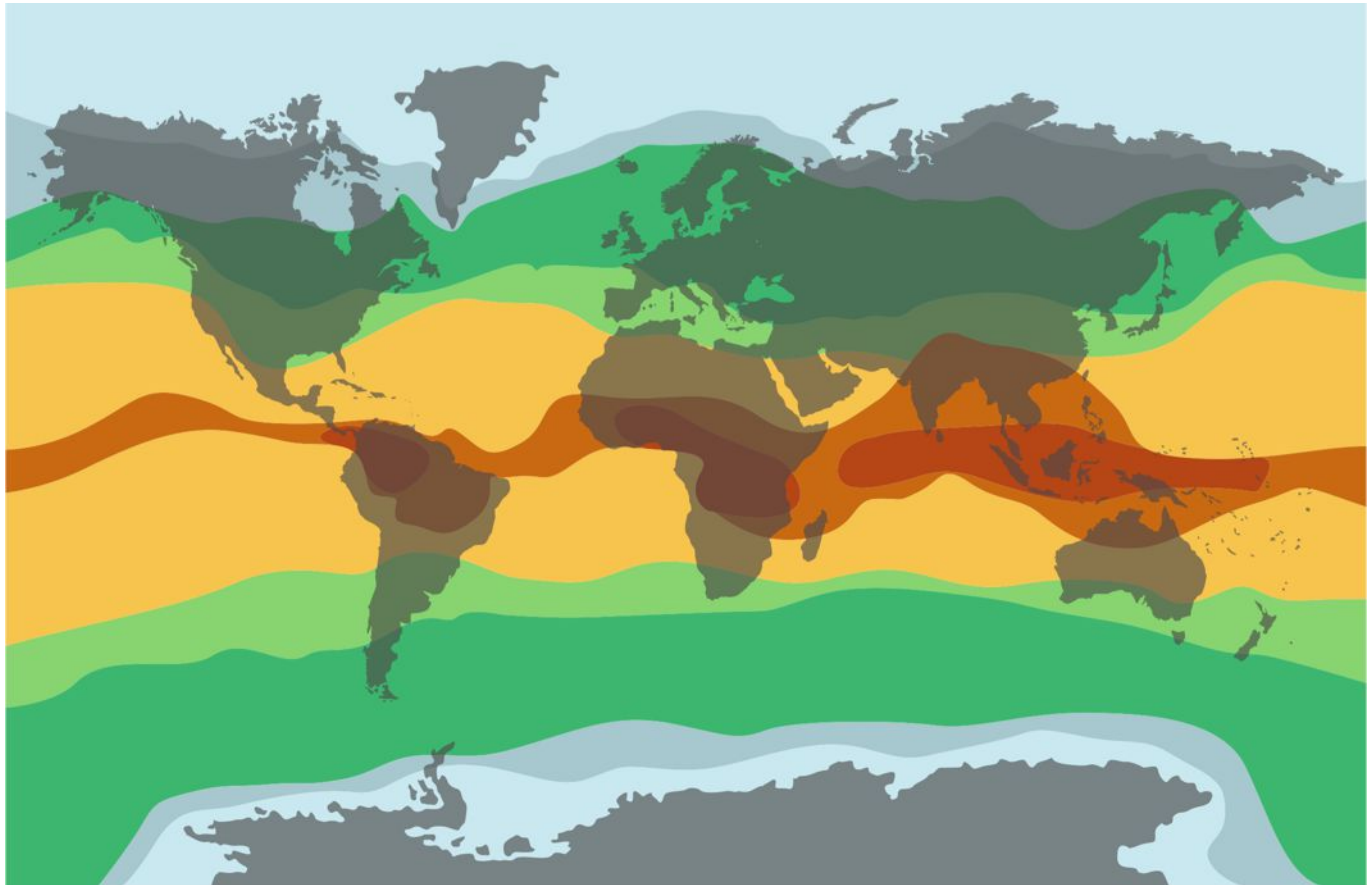
Climate Environment	Area, region or country	Typical climate
Polar Climate	Greenland	Very cold winter - snow. Cool summer.
Arctic (sub polar)	Finland, Norway	Very cold winter - snow. Short warm summer, some rain.
Cool Temperate	North Europe	Cold winter. Hot summer. Rain anytime.
Warm Temperate	Southern 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

9 **The influence of climate on tourism**

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 sunshine

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

. Monsoon rains   . Hurricane/Typhoon season   . Risk of fires

. Wind   . Heat   . Cold   . Flood

Activity 8	Research areas/countries that are prone to extreme climate

Climate   Area or country

Monsoon rains   ……………………………………………………………

Risk of fires   ……………………………………………………………

Heat   ……………………………………………………………

Hurricanes   ……………………………………………………………

Flood   ……………………………………………………………

Cold   ……………………………………………………………

2.2 Demonstrate awareness of different time zones & climates

9

Correct information on climatic areas identified, using reference sources

Climate Graph for Seychelles 1987-2016

Climate graph for Paris 1987-2016

Dubai Climate Graph 1987-2016
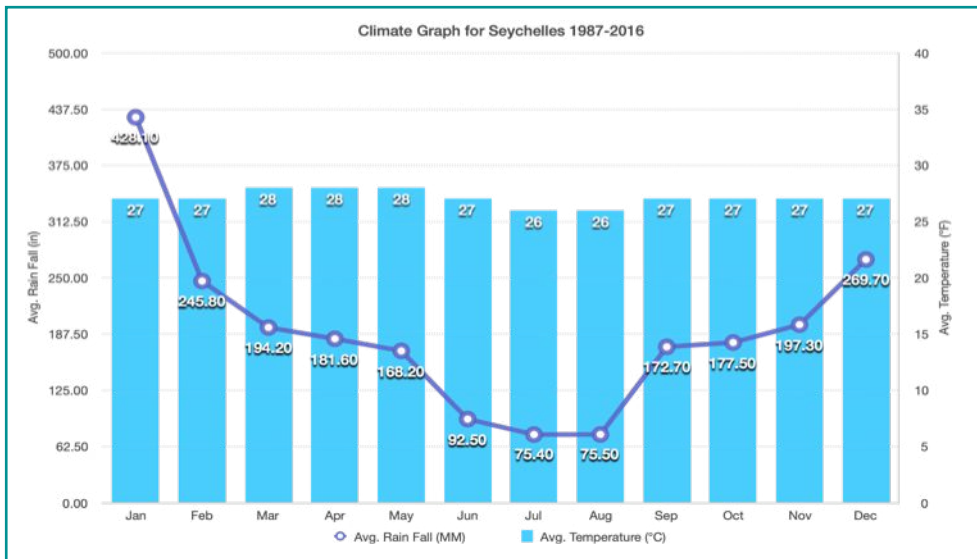
Activity 9 — *Answer the questions*

a) Which place is the driest?

....

b) Which place has the most precipitation?

....

c) When would you go to the Seychelles if you wanted less rain?

....

d) Which place has the most even temperature over the year?

....

e) Which season is the best time to holiday in Dubai?

....

f) Which season is the best time to holiday in Paris?
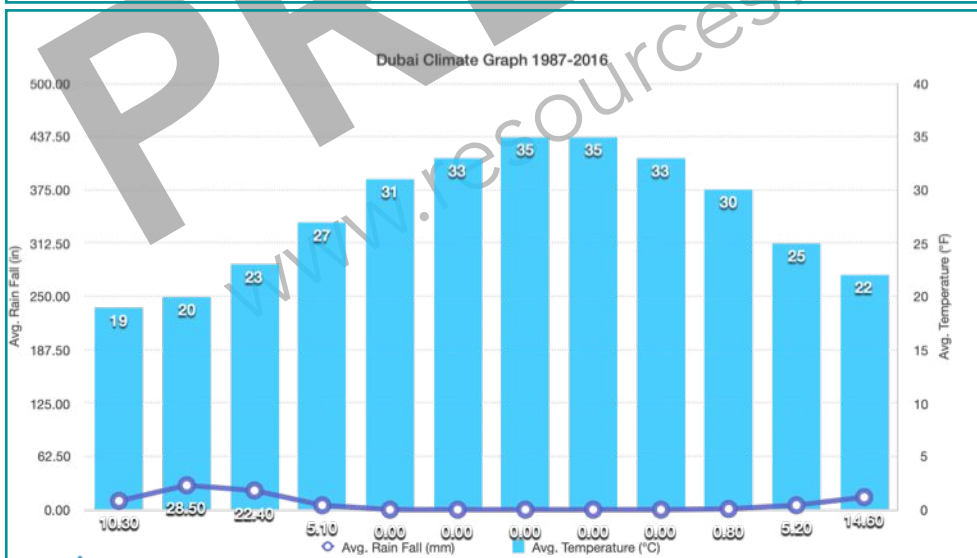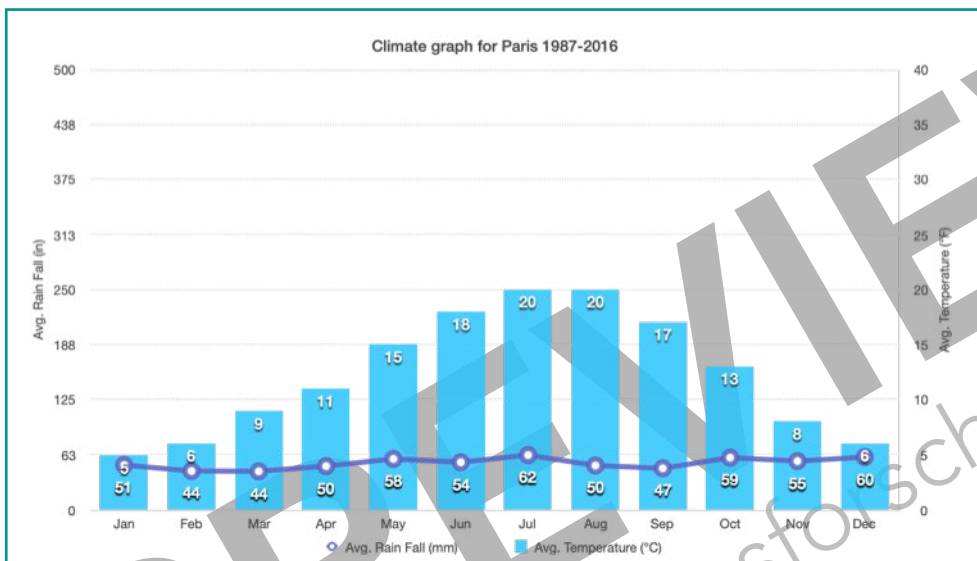
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10 **Possible impact of climate change on tourism**

Mountain & snow tourism

Risks
. higher temperatures = less snow

Impact
. shorter ski season, less income

Adaptation
. snow making machines
(but need low temps)
. promote non ski activities all year round
(walking, mountain biking etc)

Lake & forest tourism

Risks
. higher temperatures = droughts & forest
fires & increase in insects & pests
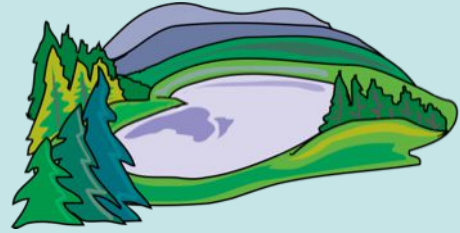
Impact
. resident migration from areas, less visitors

Adaptation
. fire management features

Nature tourism

Risks
. higher temperatures = loss of habitat &
animals if not able to migrate

Impact
. less tourism, with less species

Adaptation
. managed wildlife reserves & parks

Urban environment tourism

Risks
. climate change = more natural disasters
(floods, cyclones, hurricanes etc)

Impact
. less tourism, expensive solutions

Adaptation
. improving eco building, flood defences etc

2.2 Demonstrate awareness of different time zones & climates

11 Possible impact of climate change on tourism

Coast & beach tourism

Risks
. higher temperatures = sea levels rising

Impact
. coastal facilities
. beach & coastal erosion

Adaptation
. sea barriers
. coastal erosion measures

Ocean & sea tourism

Risks
. higher temperatures = higher sea temps

Impact
. loss of or migration of fish, sea mammals etc
. loss of coral reefs

Adaptation
. stop global warming!

Activity 10   Answer the question below

Why will climate change have such a big impact on tourism? (6)

....

....

....

....

....

....

2.2 Demonstrate awareness of different time zones & climates

Review 2.2 — Write up to six summaries and list the key words/terms for this topic

Summaries

1

2

3

4

5

6

Key words/terms

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2.2 Demonstrate awareness of different time zones & climates

| Activity 12 | *Answer the exam style questions* |

a. What is longitude and latitude? (2+2)

....

....

....

....

b. Explain how a destination's climate affects its tourism (6)

....

....

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....

....

c. Give two ways in which a destination can attract tourists 'out of season' (4)

....

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....

....

....

2.3 Investigate travel & tourism destinations

12 The nature of destinations

Top 20 city destinations 2017
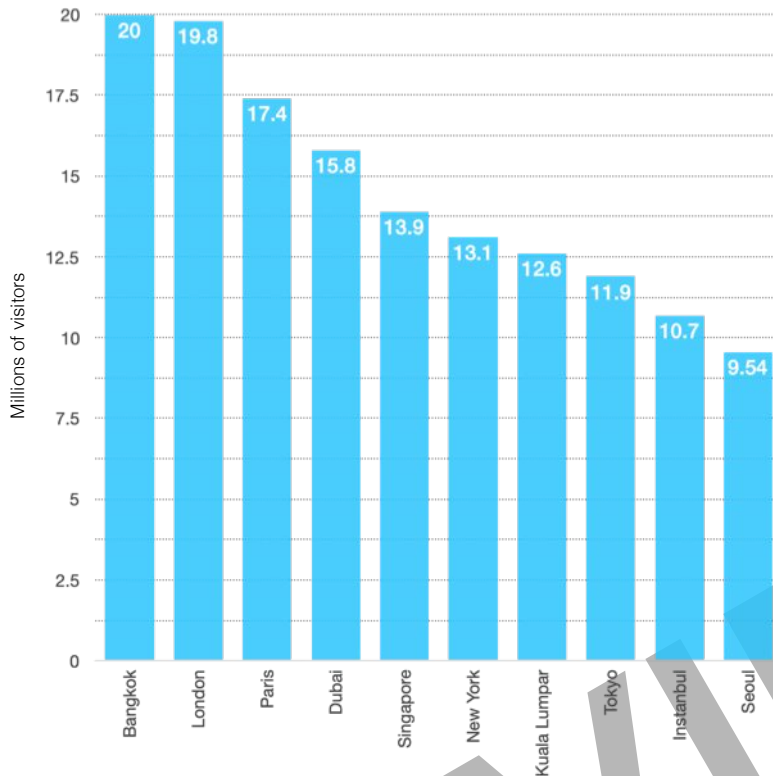
More people are travelling than ever before. In MEDCs more than one holiday a year has increased form 15% to 25%.

LEDCS are becoming increasingly popular destinations, with China due to become the most visited country in 2020.

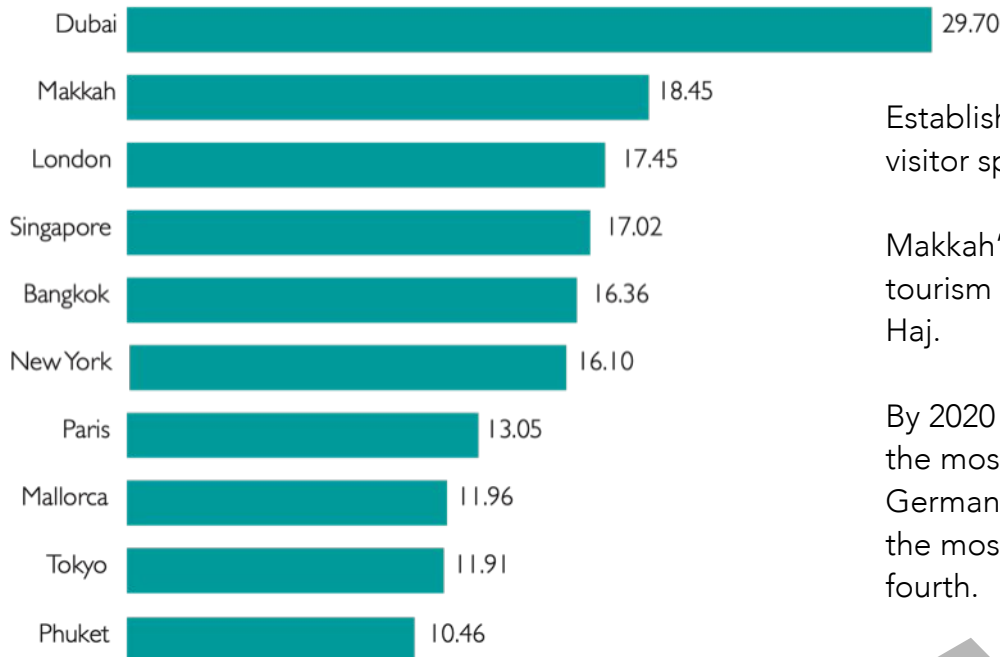Spend per visitor is increasing - led by Dubai - as countries try to attract wealthy tourists, through National Tourist Boards' development plans

Total tourist spend per year + average tourist spend per day

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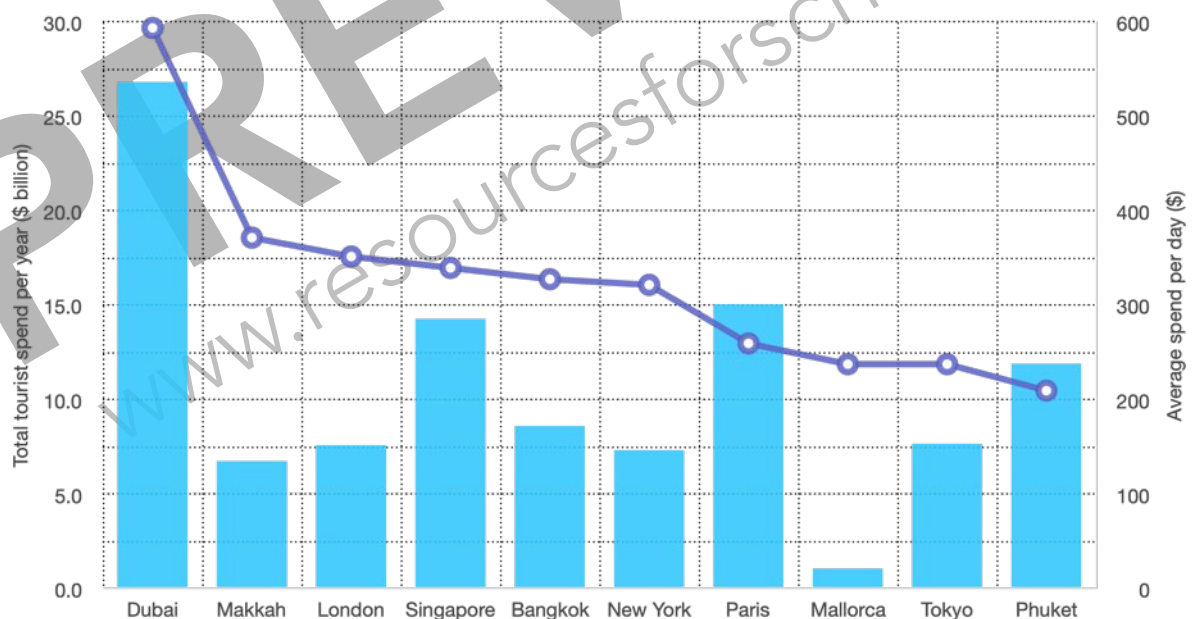
2.3 Investigate travel & tourism destinations

World's Top Cities for Visitor Spending
International overnight visitor spend in 2017 (in Billions US dollars)

City	Spend
Dubai	29.70
Makkah	18.45
London	17.45
Singapore	17.02
Bangkok	16.36
New York	16.10
Paris	13.05
Mallorca	11.96
Tokyo	11.91
Phuket	10.46

Established destinations top the visitor spending charts.

Makkah's spend is from religious tourism - Muslims going on the Haj.

By 2020 China is expected to be the most visited country. Germans are expected to travel the most, with the Chinese in fourth.

13 **Perishable** destinations.
Perishable means something that can decay, or become unusable.

A destination can become unusable or perishable.
Natural environment destinations are particularly liable to being perishable.

Example of a perishable destination: South Devon, UK

Example of erosion on a footpath

Problem
Increasing number of walkers plus bad weather has caused this path to be eroded. The eroded path was difficult for walkers & if not fixed can quickly get worse.

Solution
500 metres of the path was repaired & widened, with improved drainage to reduce water damage to the path.

Footpath after repair

Other solutions: footpaths are a common problem
. regular maintenance   . make hard wearing paths (stone)
. move paths to areas less likely to erode
. reduce the number of visitors   . fence off areas
. educate people about path management

2.3 Investigate travel & tourism destinations

Activity 13 *Using the data and information on pages 19 & 20 answer the questions below*

a. Give two examples of cities in MEDCs and two examples cities in LEDCs (2+2)

MEDCS ……………………………………….   ………………………………………………………..

LEDCS……………………………………….   ………………………………………………………

b. Which continent is most represented in the 'Top City Destination' graph (1)

…………………………………………………………..

c. Which European cities are represented in the 'Top City Destination' graph (1)

…………………………………………………………..

d. Give two reasons why Dubai tops the ' Tourist Average Spend per year' chart (4)

……..

……..

……..

……..

e. Explain the term 'perishable destination'

……

……

……

……..

2.3 Investigate travel & tourism destinations

14 The nature of destinations

Perishable destinations can be man-made as well as natural environments.

Perishable can include:
. condition of buildings   . look of the destination   . cultural - social situation
. future of the destination

The scale below was set-up to help a destination to assess

Destination Outlook Scale

Rating	Perishable features
1- 2	Very bad situation, destination in trouble
3 - 4	Serious problems
5 - 6	Some parts of the destination have problems
7 - 8	Some areas have minor problems
9	Everything is unspoiled & genuine
10	Destination improved, made better

The scale gives destinations a chance to prioritise work that their facilities may require to overcome problems.

Activity 14   *Outlook scale*

Using the Scale - rate each destination & suggest a solution to the problem

source: www.star.com.my

Resort near Penang, Malasyia

source: www.mashable.com

Polluted beach closed, Philipines

source: www.en.wikipedia.org

Overcrowded beach, Argentina

a) Rating: _____

Solution _____
_____
_____
_____

b) Rating: _____

Solution _____
_____
_____
_____

c) Rating: _____

Solution _____
_____
_____
_____

2.3 Investigate travel & tourism destinations

15   **The nature of destinations**

Specialist destinations are set-up for a very particular purpose

. **Health**   . **Sport**   . **Education**   . **Religious**

DXH
تجربة دبي الصحية
Dubai Health Experience

Health Tourism

Worth: $100 billion

. Travel to another country for health care, why?
. Looking for new treatments
. Better quality treatment
. Cheaper healthcare

Top destinations: Canada, UK, Israel, Singapore & India

. Participant - sports events worldwide
              - junior & adult events
. Spectator - global events from football to chess
              - World Cup & Olympics
- Holidays - providing sporting opportunities for visitors eg. golf,
              diving, tennis etc

QUEEN ELIZABETH OLYMPIC PARK

Sport Tourism

Worth $600 billion

OUTWARD BOUND

Educational Tourism

Worth: $1,000 billion

. Growing area of tourism:
. Young people - school trips, exchange visits
. Education - study, full & part time etc.
. Workshops - domestic & international
. Language - courses + cultural

. Pilgrimage - journey to a scared place for an act of devotion e.g Hajj
  (Saudi Arabia earns $16 billion pa)
. Attractions - religious places: churches, mosques, temples etc
. Events - rallies, camps, meetings etc
. Retreats - time spent in prayer, religious thought etc
. Voluntary work - religious work, often young people

Religious Tourism

Worth: $18 billion

2.3 Investigate travel & tourism destinations

16 **The nature of destinations: case study - Dubai Health Tourism**

DXH
تجربة دبي الصحية
Dubai Health Experience

هـيـئـة الـصـحـة بدبـي
DUBAI HEALTH AUTHORITY

Health Tourism in Dubai, launched by the Crown Prince, Sheikh Hamdan bin Mohammed, in 2014.

Vision
To position Dubai as a globally recognised destination for elective health and wellness treatments

Mission
To develop and support excellence in healthcare in the Emirate of Dubai by developing and implementing plans, policies and legislations that encourage investment and improve quality in the healthcare sector to promote medical tourism in identified regions through collaborative efforts with stakeholders.

Values

. People focused   . Excellence   . Quality   .Efficiency   . Transparency

Objective
- To be the fastest growing Medical Tourism Destination globally
- To be rated the Top Medical Tourism Destination, in the region
- To develop & Healthcare industry to compete with the best in the world
- To contribute to the Economic Development of the Emirate of Dubai

Specialities in Focus
- Orthopaedics and Sports Medicine
- Plastic surgery
- Ophthalmology
- Dental Procedures
- Dermatology and Skin care
- Aesthetic Practices and surgeries
- Preventive Health check-ups
- Wellness

Countries in Focus
- Russia
- CIS Countries
- GCC countries
- India
- Pakistan
- Nigeria
- Angola
- United Kingdom

2.3 Investigate travel & tourism destinations

Activity 15 *Answer the questions on specialist destinations*

a) Which world sporting events attract the most visitors?

1 ………………………………………….. 2 …………………………………………...……

3 ………………………………………….. 4 …………………………………………….…

b) Which sporting events in your country attract the most visitors?

1 ………………………………………….. 2 …………………………………………...……

3 ………………………………………….. 4 …………………………………………….…

c) Give four examples of educational tourism - that you have been involved in?

1 ………………………………………….. 2 …………………………………………...……

3 ………………………………………….. 4 …………………………………………….…

d) Give four reasons why schools offer trips for their students

1 ………………………………………………………………………………………………..

2 ………………………………………………………………………………………………..

3 ………………………………………………………………………………………………..

4 ………………………………………………………………………………………………..

Nature of destinations

Multiple use - where tourist facilities in destinations are available for the local population

Activity 16	*Complete the table below*

Tourist attraction
List 10 attractions in your area

How many times have you or your family visited?

Tourist attraction	many times	a few times	once	never
1._____	☐	☐	☐	☐
2._____	☐	☐	☐	☐
3._____	☐	☐	☐	☐
4._____	☐	☐	☐	☐
5._____	☐	☐	☐	☐
6._____	☐	☐	☐	☐
7._____	☐	☐	☐	☐
8._____	☐	☐	☐	☐
9._____	☐	☐	☐	☐
10._____	☐	☐	☐	☐

17 **Nature of destinations**

Choosing a destination

Choosing a destination is a complex process, some of which we are aware of, some of which we are less aware of.

+

. **previous experience** - as a child, with family or friends

. **advertising & promotions** - from tour operators, tourist

. **recommendations** - from family, friends or colleagues

. **experience of destination** - from work or school trips

. **personal preferences** - where people want to visit

. **culture** - something new to explore

. **social media** - what people see & hear

Choosing a holiday

. **social media** - bad things people see & hear

. **money** - how much money for a holiday

. **family** - size of family, age of family members

. **time off** - how much time off from work

. **health** - how healthy people are for types of tourism

. **transport** - types of transport people don't like

. **culture** - what people don't like about an area of country - crime, hassle when shopping etc

2.3 Investigate travel & tourism destinations

| Activity 17 | *Complete the table below* |

	Positive	Negative
Family	Where do your family like to go	Where do your family not like to go
Recommended	Recommended places	Places not recommended
Social media	What places do you see	Where does not look so good
Crime	Places that are safe	Places that are not safe
Transport	Transport you like	Transport you avoid
Advertising Promotion	What places do you see advertised	Popular places you never see advertised

18

Tourist destinations as amalgams

Tourist destination amalgam, is everything a visitor uses & experiences.

Transport

Accommodation

Shopping

Location

Food & Beverage

Destination Amalgam

Culture

Natural environment

History

Entertainment

Tour operators

Attractions

2.3 Investigate travel & tourism destinations

19 **Implications of viewing destinations as amalgams**

Tourist destination amalgams are very complicated but very important for visitors and for effect they have on the local population.

A destination amalgam can be seen as being like a **brand**

. **Attractions**

. **Accessibility**

. **Available packages**

. **Activities**

. **Ancillary services**

The more attractive the brand, the more people want to visit the destination.

Like all brands destinations need to meet the needs of the visitor.

Needs change & destinations need to change with them, or they get overtaken by others.

Managing the brand

With so many different parts to a tourist destination & experience it can be difficult to control & keep standards high.

Destinations hope to get the mix of activities and attractions to create an experience that visitors want to repeat over and over again.

| Activity 18 | *What is the Dubai brand?* |

………..

……

……

……

……

Geography
Department

2.3 Investigate travel & tourism destinations

| Review 2.3 | Write up to six summaries and list the key words/terms for this topic |

Summaries

1	2

3	4

5	6

Key words/terms

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2.3 Investigate travel & tourism destinations

Activity 20	*Answer the exam style questions*

a. Give four reasons why people choose a destination? (4)

1 ……………………………………….. 2 ……………………………………..………

3 ……………………………………….. 4 ……………………………………….……

b . Give four reasons why people may not choose a destination? (4)

1 ……………………………………….. 2 ……………………………………..………

3 ……………………………………….. 4 ……………………………………….……

c . Explain how social media influences people when it comes to deciding on a destination? (6)

………………………………………………………………………………………………..……

………………………………………………………………………………………………..…..

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………………………………………………………………………………………………..……

………………………………………………………………………………………………..…..

2.3 Investigate travel & tourism destinations

Activity 20 | *Answer the exam style questions*

d . Give three reasons why people choose Dubai as their holiday destination (6)

1...

....

....

2 ....

....

....

3 ....

....

....

e . What is a specialist destination? (2)

....

....

f. Give two examples of specialist destinations (4)

1...

....

.2 ....

....

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20 Features of location identified and described using reference sources

Key features have been identified as making a destination attractive for tourists
- each person has his/her own personal reasons, but the following are most common

Weather

Landscape & scenery

Outdoor activities

Food & Drink
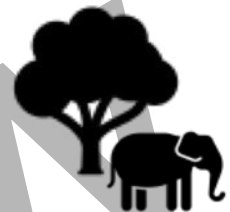
Key features of a destination

Wildlife

Accommodation

Festivals & events

Historical & cultural attractions
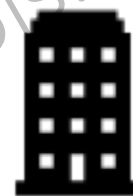
Entertainment

Modern amenities

2.4 Identify & describe the features which attract tourists to particular destinations

Activity 21 | *Give examples under each heading for a chosen destination*

Destination: _____

Weather

1. _____
2. _____
3. _____

Landscape & scenery

1. _____
2. _____
3. _____

Outdoor activities

1. _____
2. _____
3. _____

Food & Drink

1. _____
2. _____
3. _____

Historical & cultural attractions

1. _____
2. _____
3. _____

Accommodation

1. _____
2. _____
3. _____

Festivals & events

1. _____
2. _____
3. _____

Entertainment

1. _____
2. _____
3. _____

Modern amenities

1. _____
2. _____
3. _____

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2.4 Identify & describe the features which attract tourists to particular destinations

21 **Reasons why certain tourists might not be attracted to a location**

Anti social behaviour

Prices at destination

Level of crime

Pollution

Over crowding

Concerns about a destination

Terrorism
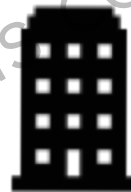
Cost & quality of accommodation

Natural hazards

Accessibility

Over built Over commercialisation

2.4 Identify & describe the features which attract tourists to particular destinations

Activity 22 | *Give examples under each heading for a chosen destination*

Destination: _____

Level of crime

1. _____
2. _____
3. _____

Anti social activities

1. _____
2. _____
3. _____

Prices

1. _____
2. _____
3. _____

Overcrowding

1. _____
2. _____
3. _____

Pollution

1. _____
2. _____
3. _____

Natural hazards

1. _____
2. _____
3. _____

Accessibility

1. _____
2. _____
3. _____

Over built

1. _____
2. _____
3. _____

Cost of accommodation

1. _____
2. _____
3. _____

2.4 Identify & describe the features which attract tourists to particular destinations

Activity 23   *Research 5 tourist destinations with the worst crime and give suggestions on how tourist can be safe in these paces*

Worst tourist destinations for crime

Place

Types of crime

1. _____   _____

2. _____   _____

3. _____   _____

4. _____   _____

5. _____   _____

Ways for tourists to avoid crime

1. _____   _____

2. _____   _____

3. _____   _____

4. _____   _____

5. _____   _____

2.4 Identify & describe the features which attract tourists to particular destinations

22 ## Reasons why different types of tourists are attracted to certain locations

. Purpose of visit - reasons why people go to certain location.

. Purpose of a visit can be very complicated as destinations often offer many different things.

. The tourist industry often divide people into segments (groups).

. International tourists are grouped according to age and economic status (wealth).

| Activity 23 | *For each market segment, give examples of type facilities they may want* |

Market segment	Types of facilities they may need or want
Backpackers Young people 18 -25 Cheap travelling Often before Uni	
Youth Market Young people 18 - 25 Party, good time Not much money	
DINKY Young couples no kids Good income	
Families Families Children focussed	
Empty nesters Aged 45 -55 Children left home - high income	
Grey market 55 + good income Look for value	

2.4 Identify & describe the features which attract tourists to particular destinations

| Activity 24 | *For each market segment, give examples of type of holidays they may want* |

Hostels
Camping
1 - 5 * Hotels

All inclusive
Bed & breakfast
Cruising

Activities
Sight seeing
Theme parks

City tours
Sun
Beaches

Winter sports

Market segment	Types of holiday and places
Backpackers Young people 18 -25 Cheap travelling Often before Uni	
Youth Market Young people 18 - 25 Party, good time Not much money	
DINKY Young couples no kids Good income	
Families Families Children focussed	
Empty nesters Aged 45 -55 Children left home - high income	
Grey market 55 + good income Look for value	

23 **Reasons why different types of tourists are attracted to certain locations**

Cultural tourism

. Purpose of visit - to explore the culture of other people and countries

historic sites and monuments · museums and galleries · religion · arts and crafts

dance · natural heritage · music · food

Business tourism

. Purpose of visit - to meet for business reasons - conferences, exhibitions, meetings, etc
. It is one of the fastest growing sectors of the tourism industry

Example: Dubai
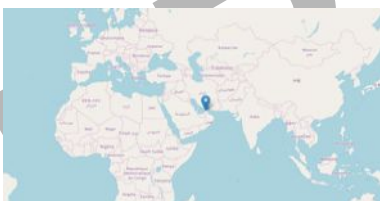
location · business hotels · conferences - exhibition facilities

. Dubai has all the facilities needed.
. Can hold 60+ meetings at a time
. Range of hotels
. Hotels have a range of business related services - multi-media, meeting rooms, business centres

. Number of govt. & businesses organisations specialise in business tourism
. Experts in organising events]
. Incentive travel - rewards for employees - Dubai has a lot to offer

24 Reasons why different types of tourists are attracted to certain locations

Religious tourism

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 million people for religious reasons.

Ranakpur Temple, India

Pilgrimage to Mecca

St. Basil's Cathedral, Moscow

. Religious tourism often involves visiting mosques, temples, churches etc as part of a holiday experience.
Often part of culture tourism
. e.g Jumeirah mosque

. 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

Vatican City, Italy

Religious conference

Buddhist temple

Geography Department

2.4 Identify & describe the features which attract tourists to particular destinations

Activity 25 | *For two types of tourism write a postcard home explaining what you did.*

POSTCARD

To: _____

Address: _____

_____

_____

POSTCARD

To: _____

Address: _____

_____

_____

25 **The influence of physical features on the opportunities and constraints for the development of tourism**

The physical or natural features of a location can provide tourist opportunities

---

Mountain tourism

Mountain tourism has boomed in recent years to over 50 million people p.a. Traditional mountain holidays like skiing, climbing and walking have always been popular, but now many extreme sports have become very popular e.g .hang gliding, mountain biking.

Skiing, Canada

Cimbing

Base jumping

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

. Extreme mountain sports are now common:
. base jumping
. mountain biking
. paragliding
. free climbing
. downhill running

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

Mountain walking, Austria

Paragliding, South Africa

Mountain biking

---

26 The influence of physical features on the opportunities and constraints for the development of tourism

Mountain tourism

Example: Whistler, Canada

mountain activities at Whistler

Mountain tourism based on activities:
. Winter:
skiing, snowboarding, cross-country skiing
. Summer:
. hiking, mountain biking, paragliding,
river sports (rafting, kayaking etc),

. Focus on health and well being
. Clean air
. Stunning scenery
. Local culture
. Extreme sports

Mountain resorts now all year round

Ski resort
. No. 1 Resort in North America
. Host Winter Olympics 2010
. ski areas - 3307 hectares
. ski runs - 200
. lifts - 37 (65,000 pph)

Employment
. 11,000 permanent workers
. 4,000 temporary workers

Whistler Resort Community
. accommodation - 5* hotels to hostels
. food and beverage - 150
. retail - 250
. health services
. real estate

Visitors
. 2.1 million visits
. 63% regional, 37% long haul
. Ski tickets - 61% short, 39% seasonal

Revenues
Winter (Nov-May) 85%
Summer (June-Oct) 15%
Total: US$ 235 million

. public areas (plazas and parks)
. theatres
. play areas
. libraries
. cultural centres

26 The influence of physical features on the opportunities and constraints for the development of tourism

Mountain tourism

Development of the Whistler resort

1980s
. **Growth of resort**
development of ski areas, infrastructure, real estate

1990s
. **Growth of resort**
limit to 55,000 beds, development of environment, study of impact

2000s
. **Resort sustainability**
focus on community, sustainability and environment

2010s
. **Resort resilience**
Winter Olympics Host 2010
Long term community sustainability plan: social, economic, environmental

Whistler Resort

Tourism
. first class mountain experiences
. marketing of resort
. development of the brand
. events and festivals

Community
. resort community
. planning for the community
. local services and infrastructure

Constraints
. Very dependent upon winter sports for income
. Dependent upon snowfall for those winter sports
. Environmental impact and sustainability

27 **The influence of physical features on the opportunities and constraints for the development of tourism**

The physical or natural features of a location can provide tourist opportunities

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 located here.

Geothermal springs and spa, Iceland

Geyser at Yellowstone Park, USA

Mud baths in New Zealand

. Volcano tourism can be individuals and groups doing it on their own
 or
. Guided visits with experienced tour guides - often 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

Mount Etna, Italy

Lava lake at Erta Ale in Ethiopia

2.4 Identify & describe the features which attract tourists to particular destinations

Activity 26 | *For two types of mountain tourism write a postcard home explaining what you did.*

POSTCARD

To: _____

Address: _____

_____

_____

POSTCARD

To: _____

Address: _____

_____

_____

28 **The influence of physical features on the opportunities and constraints for the development of tourism**

Coastal tourism

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

Sunbathing beaches

Variety of water-sports

Sun & beaches
. sunbathing
. sand play
. volleyball
. tidal pools
. picnics & bbqs
. beachside restaurants

Sea
water based activities:
. swimming
. jetski
. 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

Cliff top walking

Diving

Children catching crabs in a river estuary

2.4 Identify & describe the features which attract tourists to particular destinations

29 The influence of physical features on the opportunities and constraints for the development of tourism

Coastal tourism

Much of the coastal tourism is based upon:
. sun, sea and sand + attractions

Example: Blackpool

beach

accommodation

attractions

exhibitions

Facts
. Population: 142,000
. Employment: 87% services
  (low paid and temporary)
. 24,000 jobs in tourism
. Accommodation: 91,000 bed units
. Visitors: 18 million (2016)
Income: £1.44 billion

Seasons: (May - Sept) sun, sea and beach
           (Aug - Nov) Blackpool Illuminations (Light show)
           . Pleasure Beach:
            40+ attractions
            inc. rollercoasters + Pier
           . Conferences (all year)
           . Events: music, shows, comedy etc

Blackpool tower
(copied from Eiffel Tower)

Blackpool
Pleasure Beach

29 **The influence of physical features on the opportunities and constraints for the development of tourism**

Development of Blackpool

1800 - 1850
    . Beginning of Blackpool as a tourist resort
    Rich people visited beach until 1846 railway, made it quick and cheap to get to there

1850 - 1900 (3 million)
    . Growth of resort - building of pier and tower
    workers have a annual holiday

1900 - 1950 (16 million)
    . Resort reaches its peak - Pleasure Beach built
    holidays with pay

1950 - 2000
    . Resort in decline
    cheap flights and holidays abroad = people fly to hotter countries in Europe
    infrastructure in decline - bad reputation

2000 -
    . Rejuvenated
    £300 milion rejuvenation programme
    St.John Square + Shopping centre + Lighting project + steps down to beach

Constraints
. Weather in Blackpool compared to other European countries
. Competition from UK resorts
. Quality of the product/services

2.4 Identify & describe the features which attract tourists to particular destinations

Activity 27   *For two types of coastal tourism write a postcard to a friend explaining what you did*

POSTCARD

To: _____

Address: _____

_____

POSTCARD

To: _____

Address: _____

_____

30 **The influence of physical features on the opportunities and constraints for the development of tourism**

Inland water

Inland water can include rivers, creeks, canal, lakes and marsh land.
People have always been attracted to water and water-based holidays.

Canal tourism

These man-made waterways are common in many European countries including the UK, Italy, France and the Netherlands.

Canals attract people wanting to boat, fish and those interested in the canal-side wildlife

Canal cruising in Amsterdam

Gondola on Venice canal

Canal boat holiday

. Canal cruises are common in many countries
. These may be day cruises or evening dinner cruises

. Gondolas are very popular in Venice and necessary to get around the water city.
. Every tourist in Venice has a gondola trip

. Canal boating is very popular
. Canals are safer than rivers
. The canal network is over 2,000 miles in the UK

. Canal side activities include:
. walking
. cycling
. wildlife
. fishing

2.4 Identify & describe the features which attract tourists to particular destinations

31 The influence of physical features on the opportunities and constraints for the development of tourism

The physical or natural features of a location can provide tourist opportunities

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

Kayaking on the lake

Lakeside resort

Lakeside fishing

. Water-sports on lakes are common, sometimes motorised often not
. Sailing
. Kayak/canoeing
. Swimming
. Windsurfing
. Waterskiing 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

Paddle boarding

Camping next to the lake

Summer camp for kids

32 The influence of physical features on the opportunities and constraints for the development of tourism

River tourism

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

Cruising on the river Danube

River fishing

River rafting

. River cruises are common in many countries
. These may be day cruises or evening dinner cruises
. Along some of the longer rivers the cruise can 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

Boat hire

Tourists on the river in Vietnam

Kayaking on the river

2.4 Identify & describe the features which attract tourists to particular destinations

33 The influence of physical features on the opportunities and constraints for the development of tourism

Creek tourism
Water features across the world attract people wanting to boat, fish and those interested in the riverside wildlife

Hotels by the Creek

Water taxis

Dinner cruises

. Dubai Creek is a 14km inlet of seawater
. Separates Bur Dubai and Diera
. Been the 'heart' of Dubai
. Creek dredged in 1960s & 1970s to allow larger dhows to enter
. One tunnel underneath and three bridges over the creek (plus the floating bridge)
. New wharfs for trading ships

. Sea end is the Heritage & Diving Village - showing local traditions & culture
. End of the Creek is the Ras Al Khor Bird Sanctuary (88 species) - with hides for birdwatching

Flamingos at
Ras Al Khor wildlife sanctuary

Wharfage

Dubai Heritage & Diving village

2.4 Identify & describe the features which attract tourists to particular destinations

33 **The influence of physical features on the opportunities and constraints for the development of tourism**

Creek tourism
Water features across the world attract people wanting to boat, fish and those interested in the riverside wildlife

Creekside park

Dubai Creek Golf and Yacht Club

. Creekside facilities include: Creekside park with cable car; Dubai Creek and Yacht Club; promenade along much of the length of the creek on both sides

.

. Recent developments include:
. Dubai Festival City by Al Futtaim - mixed use: mall, 5* hotels, restaurants
. Al Seef by Meraas - mixed use: small boutique hotels, retail & restaurants
One half is traditional architecture, with wind-towers etc and the other is made up of very modern buildings

Fishing in the Creek

Al Seef development on Dubai Creek - retail, small hotels and restaurants (Meraas)

Dubai Festival City
. Mall, 5* hotels, restaurants (Al Futtaim)

Activity 28 | *For two types of inland waterway tourism write a postcard to a friend explaining what you did*

POSTCARD

To: _____

Address: _____

_____

_____

POSTCARD

To: _____

Address: _____

_____

_____

2.4 Identify & describe the features which attract tourists to particular destinations

Activity 29

Design a holiday resort next to an inland water feature - lake, river or creek. Label your design to show the different accommodation & activities etc

2.4 Identify & describe the features which attract tourists to particular destinations

Activity 30   *Answer the exam questions below*

a. List **four reasons** why people choose a mountain for a holiday (4)

1………………………………………………………………………………………………..

…………………………………………………………………………………………………

2………………………………………………………………………………………………..

…………………………………………………………………………………………………

3………………………………………………………………………………………………..

…………………………………………………………………………………………………

4………………………………………………………………………………………………..

…………………………………………………………………………………………………

b. Give **two reasons** why a family might prefer a lakeside destination to a coastal destination for a holiday (4)

1………………………………………………………………………………………………..

…………………………………………………………………………………………………

…………………………………………………………………………………………………

2………………………………………………………………………………………………..

…………………………………………………………………………………………………

…………………………………………………………………………………………………

Activity 30 | *Answer the exam questions below*

c. Describe **three** features of a lakeside tourist destination (6)

1...

....

....

2...

....

....

3...

....

....

d. Describe **three** features of a coastal tourist destination (6)

1...

....

....

2...

....

....

3...

....

34 **The influence of physical features on the opportunities and constraints for the development of tourism**

Sustainable tourism

According to the World Tourism Organization, sustainable tourism is:
"***Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities***"

According to www.greentourism.com sustainable tourism should:

1. Make the best use of environmental resources that are important in tourism development, keeping ecological processes and helping to conserve natural heritage and biodiversity.

2. Respect the socio-culture of the local people, keep their built and living cultural heritage and traditional values, and help inter-cultural understanding and tolerance.

3. Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to local people, and help reduce poverty.

Survey of hotels in Europe found that:

ENERGY-EFFICIENT LIGHT BULBS	87%
TOWEL / LINEN REUSE PROGRAMS	82%
ECO - FRIENDLY CLEANING PRODUCTS	58%
WATER-EFFICIENT LOW-FLOW TOILETS AND SHOWERSHEADS	55%
SERVE LOCALLY GROWN FOOD, ORGANIC OR FAIR TRADE FOOD; USE RECYCLED PRODUCTS	43%
COMPOST	40%

source: www.scribd.com/document/128939497/TripBarometer-by-TripAdvisor

35 **The influence of physical features on the opportunities and constraints for the development of tourism**

The twelve main goals for sustainable tourism laid out in 2005 by the World Tourism Organization and the United Nations Environment Program are as follows:

1. Economic Viability: tourist destinations be profitable in the future

2. Local Prosperity:make sure local people share in the money created from tourism

3. Employment Quality: good quality jibs, paying good wages, with good working conditions, health care etc

4. Equality: treat everyone equally and fairly - no discrimination

5. Visitor Fulfilment: give tourists a good time

6. Local Control: involve the local communities in planning and decision making about the management and future development of tourism in their area,

7. Community Wellbeing: improve quality of life in local communities

9. Cultural Richness: To respect and enhance the historic heritage, culture and traditions

9. Physical Integrity: To maintain and enhance the quality of landscapes, both urban and rural, and avoid the physical and visual degradation of the environment

10. Biological Diversity: to support the conservation of natural areas, habitats and wildlife, and minimise damage to them

11. Resource Efficiency: to minimise the use of scarce and non-renewable resources in the development and operation of tourism facilities and services

12. Environmental Purity: to minimise the pollution of air, water and land and the generation of waste by tourism businesses and visitors.

2.4 Identify & describe the features which attract tourists to particular destinations

Activity 31 | *Rank the top eight sustainability goals - explain your decision*

Rank	Sustainability goal	Explanation
1		
2		
3		
4		
5		
6		
7		
8		

36 The influence of physical features on the opportunities and constraints for the development of tourism

Examples of sustainable tourism

1. Bhutan

Taken from www.sumas.ch

Controlled tourism in Bhutan

Bhutan, located in the East of the Himalayas, is known as one of the happiest countries in the world. The country has kept its traditional way of life, which has meant that the people's sustainable way of life has remained.

Bhutan's tourism is based on the idea of "high value, low impact". This has been achieved by having strict entry requirements and a daily visitor tariff (fee). The daily tariff includes necessary expenses for the visit such as accommodation, a licensed tour guide, meals and hiking equipment. A large part of the tariff, however, is used to maintain and develop the country's infrastructure, as well as contribute towards Bhutan's free health care and education.

2. Fiji

Taken from www.sumas.ch

A solar powered resort in Fiji

Six Senses Fiji, located on the tropical Malolo Island, is a five star resort with sustainable luxury and cultural awareness at its core. The resort runs on 100% solar power, equipped with rainwater capture and its own onsite water-filtration system to eliminate the use of single-use plastic bottles. The resort aims to be as low-waste as possible, encouraging the principles of reuse whilst also practicing recycling and composting with a "worm-based septic system" and growing as much of its own herbs and vegetables as possible.

All handiwork and artwork at the hotel has been made by local villagers and the hotel supports the Rise Beyond the Reef Charity which aims to bridge "the divide between remote communities, government and the private sector in the South Pacific, sustainably creating a better world for women and children."

2.4 Identify & describe the features which attract tourists to particular destinations

Activity 32 — *Read the two examples of sustainable tourism and highlight the mistakes*

1. Bhutan

Taken from www.sumas.ch

Controlled tourism in Bhutan

Bhutan, located in the West of the Himalayas, is known as one of the happiest countries in the world. The country has changed its way of life, which has meant that the people's sustainable way of life has remained.

Bhutan's tourism is based on the idea of "high value, low impact". This has been achieved by having as many tourists as possible paying a tariff (fee). The daily tariff includes necessary expenses for the visit such as accommodation, a licensed tour guide, meals and hiking equipment. A small part of the tariff, however, is used to maintain and develop the country's infrastructure, as well as contribute towards Bhutan's free health care and education.

2. Fiji

Taken from www.sumas.ch

A solar powered resort in Fiji

Six Senses Fiji, located on the tropical Malolo Island, is a ffour star resort with sustainable luxury and cultural awareness at its core. The resort runs on 50% solar power, equipped with rainwater capture and its own onsite water-filtration system to eliminate the use of single-use plastic bottles. The resort aims to be as low-waste as possible, encouraging the principles of reuse whilst also practicing recycling and composting with a "worm-based septic system" and bringing in the best herbs and vegetables from around the world.

All handiwork and artwork at the hotel has been made by in China and the hotel supports the Rise Beyond the Reef Charity which aims to bridge "the divide between remote communities, government and the private sector in the South Pacific, making as much money as possible for everyone."

2.4 Identify & describe the features which attract tourists to particular destinations

Activity 32 | *Answer the questions below*

a. Describe **two** ways in which Bhutan has benefitted from sustainable tourism (4)

1..
....
....

2..
....
....

a. Describe **three** ways in which Six Senses Fiji is sustainable (6)

1..
....
....

2..
....
....

3..
....
....

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2.4 Identify & describe the features which attract tourists to particular destinations

| Review 2.4 | Write up to six summaries and list the key words/terms for this topic |

Summaries

| 1 | 2 |

| 3 | 4 |

| 5 | 6 |

Key words/terms