

Component 3

Influences on Global Travel and Tourism

 Student eBook

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Edited by Ray Youell

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Component 3: Influences on Global Travel and Tourism

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BTEC Tech Award in Travel and Tourism

Component 3: Influences on Global Travel and Tourism

Introduction

Exactly matched to the 2022 Pearson BTEC Level1/Level 2 Tech Award in Travel and Tourism specifications, this book provides comprehensive coverage of **Component 3: Influences on Global Travel and Tourism**. The purpose of this publication is to support students in developing their understanding of the content of the specification by explaining and expanding on the terminology used.

There is a **Teacher's Resource** to accompany this book – [*Influences on Global Travel and Tourism – Student Activities and Exercises*](#), which contains support exercises based on the full content of the component to help students prepare for their external assessment.

This resource should be used in conjunction with other materials available on the Pearson Qualifications' website, including the current specification, teachers' guide and sample assessment materials.

This book puts into context the wide range of terminology contained within the component. Centres should also be aware that this component is identified as being synoptic. Therefore, students will have to relate the concepts covered in this component to the content areas of components 1 and 2.

Covid-19

It is important to remember that since March 2020 the UK and global travel and tourism industries have been severely affected by the Covid-19 pandemic, with both domestic and international travel severely restricted, resulting in drastically-changed patterns of tourism. Restrictions on travel have impacted negatively on many travel and tourism organisations and the volume of international travel is yet to reach pre-pandemic levels.

I hope you find this book a useful companion for your BTEC Tech Award in Travel & Tourism course and wish you well in your studies.

Bob Holland
October 2023

How to use this book

This publication covers the content of **Component 3** of the BTEC Tech Award in Travel and Tourism, with first teaching from September 2022. The component is divided into three sections:

- A** – Factors that influence global travel and tourism.
- B** – Impact of travel and tourism and sustainability.
- C** – Destination management.

This book includes the following features:

1. **Component overview and introduction** – giving details of the content for the unit.
2. **Assessment for the component** – details of how you will be assessed.
3. **Icebreaker activities** – for each section to help make a start with topics.
4. **Clearly-labelled sections** – exactly covering the specification content for the component.
5. **Student activities** – to promote knowledge and understanding, while developing research skills.
6. **'Did you know' sections** – snippets of factual information to expand knowledge and promote discussion.
7. **Charts, diagrams and images** – to add realism while learning about travel and tourism.

Although this book is provided primarily for tutors and students studying the 2022 Pearson BTEC Level 1/Level 2 Tech Award in Travel and Tourism qualification, it will be of use on similar Level 1/Level 2 courses, such as those offered by NCFE, WJEC/Eduqas and City & Guilds.

Access to more Travel and Tourism resources

Staff and students are welcome to visit our website www.tandtpublishing.co.uk and register for access to our expanding database of travel and tourism resources. You will find a wide range of free and subscription resources, including the latest industry news, videos and video clips, links to relevant websites, blank maps, tourism statistics, student activities, etc. Simply visit the website and click on 'Free Resources' on the top bar to learn more.


About the author

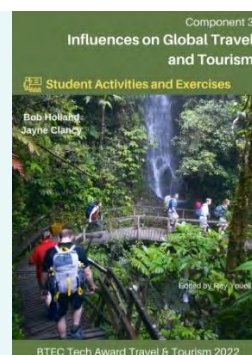
Bob Holland has been involved in the field of tourism education for more than 25 years, through working with a range of organisations to develop resources and provide professional development opportunities for teachers. He has worked as a Chief Examiner and Principal Moderator, and has been closely involved with the development of a number of Travel & Tourism specifications. He is the author of a number of popular Travel & Tourism textbooks and eBooks, including these for the [2022 BTEC Tech Award](#) and [WJEC Level 3 resources](#).

Also available

Student Activities and Exercises

Component 3: Influences on Global Travel and Tourism

[Learn more](#) 



Component 3: Influences on Global Travel and Tourism



What you will study in this component

A : Factors that influence global travel and tourism

B : Impact of travel and tourism and sustainability

C : Destination management



Introduction to the component

The travel and tourism industry operates across the globe and is influenced by many factors. Some of these are outside of its control, such as hurricanes, wildfires in forests, volcanic activity, terrorist threats, economic crises and health pandemics.

In this component you will investigate the many different factors that can influence travel and tourism organisations and destinations, plus the ways in which travel and tourism companies and governments respond to these factors.

You will learn about the positive and negative impacts that tourism can have on the environment, local communities and their cultures. Sustainability is an important concept in all aspects of life on earth and tourism can play its part by minimising the negative impacts and maximising the positive benefits of the industry.

Finally, you will explore how tourism destinations change over time, leading to increased or decreased visitor numbers. You will also investigate the role that governments play in tourism development and the importance of organisations working in partnership to achieve sustainable tourism development.

This external component builds on the knowledge, understanding and practices acquired and developed in Components 1 and 2 of the Tech Award. You will develop transferable skills, including research skills, which will support your progression to higher level vocational or academic qualifications.



Assessment for this component

This component is assessed externally via an exam set and marked by the awarding body (Pearson) and carried out under supervised conditions in your centre. You will answer a number of short- and long-answer questions that will assess your understanding of the factors influencing tourism in global destinations, the impact of tourism on global destinations, sustainability and destination management.

There is a **Teacher's Resource** to accompany this publication – [*Influences on Global Travel and Tourism – Student Activities and Exercises*](#) is available from Travel and Tourism Publishing. This resource contains support exercises based on the full content of the component to help students prepare for the external assessment.

Section A

Factors that influence global travel and tourism



Icebreaker

Section A (pages 7 to 49) investigates the many factors that influence travel and tourism across the world. Working by yourself, or in small groups under the direction of your tutor, see how you get on with the following tasks to help you make a start on this topic:

- Make a list of some positive and negative factors that could affect a UK-based holiday company specialising in trips to the USA.
- How do you think the economy of a Caribbean island which is heavily dependent on tourism would be affected by a natural disaster such as a hurricane or tsunami?
- What is the likely impact on tourism to a destination that is featured in a popular Hollywood movie?
- What could an airline do to regain business after lots of negative media coverage about poor levels of customer service?
- Make a list of the positive impacts of tourism in the UK – to destinations, businesses and tourists.
- What could the owners of a campsite do to minimise its impact on the natural environment?
- Think of one European tourism destination (city, country or area) that has grown in popularity over the last 5 years and list the reasons for its success.

When you've finished, show your answers to your tutor and compare them with what others in your class have written.

Travel and tourism takes place across the world throughout the year. There is never a day when there isn't an aircraft in the sky, traffic on the roads or trains running somewhere in the world. There is always somebody travelling to and from somewhere for a whole variety of reasons!

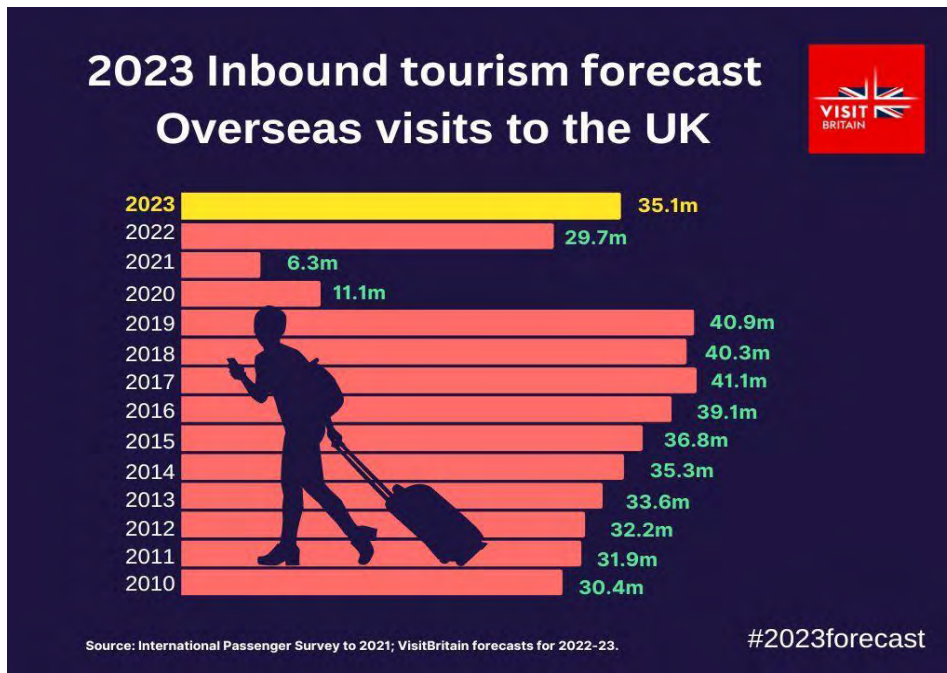
But global travel and tourism is, in many respects, a very fragile industry, at the mercy of a whole range of natural, political, economic, security, health and media factors outside of its control. Many of these can impact tourism businesses and destinations negatively, although some factors can have positive impacts as well.

Did you know?

The Covid-19 pandemic resulted in a 74% fall in the number of international tourists in 2020 compared to 2019.

The Covid-19 pandemic which started in 2019 was one such factor which had a devastating impact on the global travel and tourism industry. Aircraft were grounded, hotels, restaurants and visitor attractions closed, staff were laid off and some businesses failed. Destinations across the world heavily reliant on tourism saw dramatic decreases in visitor numbers, with subsequent impacts on local jobs and tourism businesses.

Thinking about the UK, the table on page 8 from VisitBritain shows the number of overseas visits to Britain between 2010 and 2023. You can see that the trend was positive between 2010 and 2019, but took a severe drop in 2020 and 2021 due to the impact of the Covid-19 pandemic on international travel. This resulted in a major fall in revenue from overseas visitors and led to cashflow problems for all sectors of the UK travel and tourism industry, including hotels, tour operators, airlines, travel guides, visitor attractions, event organisers and car hire companies.



The different factors that have an impact on travel and tourism businesses can also influence where people choose to go on holiday or take a short break. For example, the high summer temperatures of recent years in Mediterranean tourist resorts are making some people rethink their travel plans and choose destinations with cooler summer temperatures, such as northern France, Germany and Scandinavia. These changes in demand have a knock-on effect on travel and tourism companies – tour operators and airlines, for example, will offer different destinations in response to changes in customer demand. Destinations in the hotter areas will also lose out in terms of reduced visitors numbers and income for local businesses.

A1 Factors influencing global travel and tourism

Figure 1.1 gives an overview of the key factors influencing global travel and tourism, which we will discuss in detail in the following sections of this component.

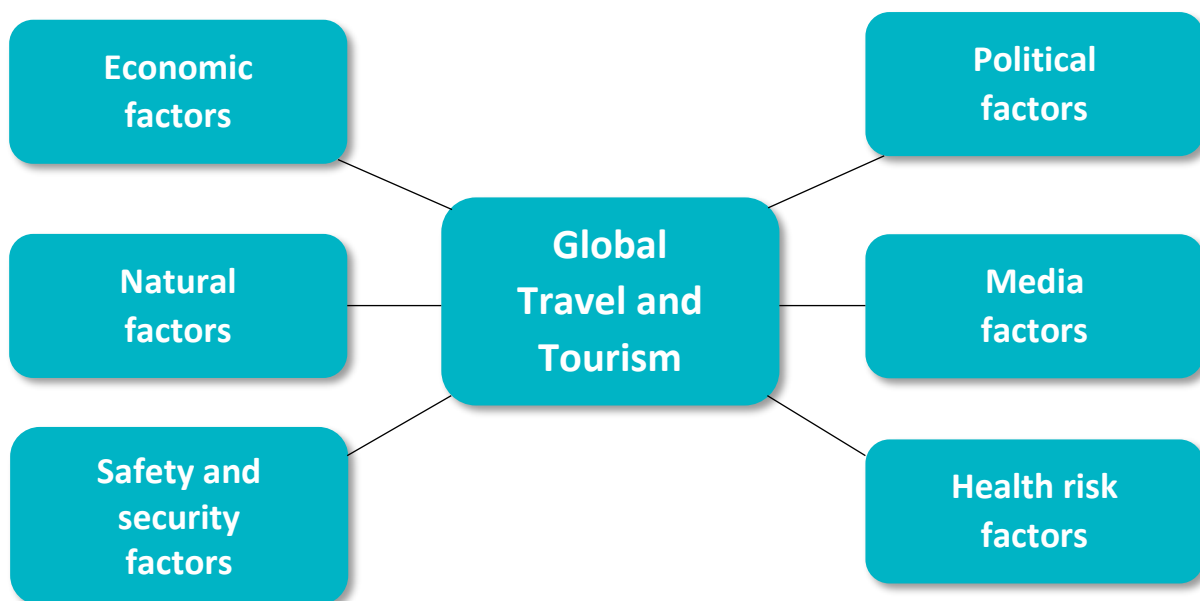


Figure 1.1 Factors influencing global travel and tourism

Economic factors

There are many economic factors, at global, national and local levels, which play an important role in shaping the global travel and tourism industry, as described in the following sections.

Recession and boom

The strength of a country's economy has an important bearing on the fortunes of its travel and tourism industry. If an economy is performing badly, its citizens will have less money to spend on holidays and travel, thereby reducing income for travel and tourism companies. Conversely, people living in a country with a growing economy will benefit from higher wages and a low cost of living which will encourage more spending on holidays and bigger profits for companies.

Economies are said to be either in recession or growth (boom), which are defined as:

- **Recession** – a period of temporary economic decline when a country's total output of goods and services (known as its gross domestic product or GDP) falls for two 3-month periods – or quarters – in a row.
- **Growth (boom)** – is when the total output of goods and services in an economy (its GDP) rises over a period of time. It is usually expressed as a percentage increase in a country's GDP.

The economies of many countries in the world, including the UK, suffered a severe economic downturn after the global banking crisis which began in 2008. Between 2008 and 2009, the number of UK people taking a holiday abroad fell from 45.5 million to 38.5 million and it took until 2016 to get back to 2008 levels.

More recently, the first two quarters of 2020 saw the UK's GDP fall sharply as a result of reduced economic activity resulting from the Covid-19 pandemic. This period was officially the UK's worst recession on record. People were told to stay at home as much as possible to protect their health, which reduced spending in shops and on holidays and other travel products. UK residents made 23.8 million visits abroad in 2020, which was 74% fewer than the previous year because of the coronavirus pandemic.

In most countries, economic conditions vary over time. There are likely to be periods of 'boom' or growth when the population becomes wealthier and times of recession when people have less money to spend on holidays and other travel products. In 'boom' times there will be an increase in travel with more holidays being taken, possibly to more exotic, long-haul destinations. Some people will be able to take a second or even a third holiday. During times of recession, people will be less willing to spend money on holidays, especially when they are finding it difficult to pay their bills for heating, clothes, food and other essentials. The money people have left over after all of their essential items have been covered is known as disposable income, which can be used to pay for travel and other 'luxury' items.

When fewer people go on holiday, travel and tourism businesses do not make as much profit and those working in the industry may lose their jobs or be put on part-time working.



Activity 1

Explain how the various sectors of the travel and tourism industry respond (1) when the UK is in recession and (2) when the economy is growing.

This activity will give you practice in completing Section A1

Interest rates are another external economic pressure which can have an impact on travel and tourism organisations. Many businesses need to borrow money in order to invest in developing new products or improving their facilities. This could range from a hotel refurbishing all of its bedrooms to an airline buying new aircraft. The money borrowed will be repaid out of the profits made in future years. If interest rates are low, i.e. money is relatively 'cheap', companies will feel confident in borrowing to invest in their businesses, but they will be more reluctant to borrow if interest rates are high.

Levels of employment

As mentioned above, people can only afford to travel when they can pay for all the necessities they need, such as food, clothing, rent and heating. Most workers who have secure employment are able to find sufficient money to cover the cost of some form of travel, whether it be a holiday, a short break or days out. When employment becomes less secure, people lose their jobs and unemployment rates rise, people will be less able to pay for holidays and other types of travel.

Disposable income is the amount of money that a person has left when all necessary household and personal expenditure, such as rent/mortgage payments, food, travel to work costs, childcare, etc., has been met. Disposable income is money that people can choose to spend as they wish, for example on holidays and travel. People on the lowest incomes may have no disposable income at all, leaving them unable to enjoy a holiday or short break.

The amount of disposable income a person has is influenced by a number of factors, including:

- Changes to rents and mortgage rates – if these rise, then a person's disposable income will fall and vice versa.
- Inflation – rising inflation leads to higher costs for a whole variety of goods and services, meaning that people will have a smaller amount of disposable income.
- Unemployment rates – if the rate of unemployment is high, those without a job will have less disposable income to spend on holidays and travel.

As people in western countries generally become more affluent, and travel prices fall, they are able to enjoy more holidays than was previously the case. It is not uncommon nowadays for British people to take one overseas holiday each year plus a number of short breaks or additional holidays in the UK or overseas. The over-50s age group generally enjoys higher levels of disposable income than previous generations as well as a strong desire to travel.

Changing fuel costs

The world price of oil fluctuates every day in response to supply and demand, as well as political issues which may affect access to oil reserves in particular countries. Transport operators, including airlines, train companies and coach operators, are directly affected by changes in the global price of oil, but all sectors of the travel and tourism industry are indirectly affected as well, for example tour operators and visitor attractions. A coach company which runs excursions to a theme park, for instance, is likely to raise its prices when fuel prices increase. This will be passed on to the visitor attraction, which may increase its prices to customers. Similarly, an airline may increase its prices to tour operators when oil prices rise.

All travel involves the use of fuel, whether for aircraft, petrol or diesel for cars, electricity for trains, etc. The cost of fuel directly affects the cost of transport. In 2009 in the UK petrol cost about 90 pence for 1 litre. In 2016 this had risen to £1.05 per litre and in the summer of 2022, petrol was nearly £2 per litre.



Activity 2

Carry out some research into changes in the cost of petrol and diesel for motorists in the UK over the last three years. Explain how the changes may have affected travel for holidays, short breaks and day visits to attractions.

This activity will give you practice in completing Section A1

Bigger transport companies are able to buy stocks of oil in advance when prices are low for use at a later date. This is known as 'hedging' and gives companies an advantage over their competitors if oil prices remain high. What sometimes happens, however, is that oil prices fall below the hedge price that the company has paid, so it is not a guaranteed business benefit.

As well as the additional cost to car drivers wishing to travel, fuel is also a major cost to airlines, cruise ship companies and other transport providers. These organisations are often forced to pass on higher fuel costs to customers, making travel more expensive for everybody.



The rising cost of fuel makes day trips by car more expensive.

Fluctuations in currency exchange rates

The value of major currencies such as the British pound, the Euro and the US dollar fluctuate continuously according to market influences. Generally, these fluctuations are relatively small in the short term. If a tourist has booked a package holiday to Spain and paid in British pounds, then a change in the relative value of the pound against the Euro will not be a major concern. The tourist will find the cost of items in the destinations, such as drinks, transport and attractions, slightly more or less expensive depending on the relative values of the two currencies.

For a variety of reasons, the value of each country's currency changes against other currencies on a daily basis. Over a period of time a currency can become 'weak' against other currencies, which means that tourists living in that country will have to pay more when they travel abroad. For example, in 2012 the pound Sterling (GBP) could buy 1.6 US Dollars. By 2022, this had dropped to 1.2, meaning that British tourists visiting the USA would find accommodation, food and

other items more expensive. Also, travel companies offering tours in the USA to British tourists would have to increase their prices to cover currency fluctuations.

Did you know?

In the year 2000, 1 UK pound would buy 1.75 Euros. Today the pound is worth much less, making trips to Europe for UK tourists more expensive.

Generally, tourism organisations are more concerned with currency fluctuations than are individual tourists. For example, all aircraft fuel throughout the world is priced in US dollars. Thus, if the dollar is relatively strong, aircraft fuel becomes expensive for UK airlines and adds to their costs. Tour operators will need to fix prices for hotel rooms, coach

transfers and other products in overseas destinations some time in advance of holidays being marketed and sold, so a margin to allow for changes in exchange rates is usually built into the cost of the holiday.



A fall in the value of the £ against the \$ makes trips to US cities such as New York more expensive.

Currency exchange rates have to be managed over the long term as well as the short term. Over longer periods of time some country's currencies lose value, which means that tour operators are encouraged to increase their presence in the country as holidays become more affordable, as was the case in Turkey in recent years. Conversely, Switzerland has become more expensive as its currency has strengthened, making tour operators more likely to reduce the range of products featuring that country.

Economic factors influencing choice of destinations

A range of economic factors, including the ones previously discussed, will have an impact on a person's choice of travel and holiday destinations. These factors include those relating to a tourist's own financial situation as well as global factors such as currency exchange rates and interest rates. Some people may decide that they cannot afford a holiday in the near future, while others will opt for a short break, to travel outside of the main season or travel to a short-haul as

opposed to a long-haul destination. Alternatively, they could choose to stay for a shorter period of time in their destination. Another option would be to opt for a domestic holiday in their own country to save the cost of travel abroad.

It is important to understand that, for most people, travel is a non-essential item of expenditure and in difficult economic conditions people will tend to travel less as their disposable income falls. This means that travel and tourism organisations will be less profitable and those employed in the industry may lose their jobs. At the same time, for some people travel is very important and they will choose to take holidays rather than spend money on other non-essential items.



Travelling in the UK rather than going abroad is a popular option for people on reduced incomes.



Activity 3

Working with a partner, choose one of the economic factors discussed in this section (from page 9 to page 13) and explain how it affects travel and tourism. Think about positive and negative effects of the factor and how both global and UK tourism might be affected.

This activity will give you practice in completing Section A1

Political factors

Politics is all about how a country, region or local area is governed, i.e. making decisions about its future direction, which laws should be introduced, which taxes should be levied and where money should be spent to achieve agreed aims. Politicians often have to make decisions relating to tourism and its development as part of their work. Many global destinations impose a tax on all visitors, with the money raised being used to improve visitor facilities. Many regions of France, for example, charge a tourist tax which is usually collected by hotels and other accommodation providers. Some local authorities in Wales have decided to increase the level of council tax on second homes in order to support the building of more affordable housing for local people.

Types of legislation

Legislation refers to the many laws, rules and regulations that countries introduce to ensure a fair and prosperous economy and society for their citizens and visitors. There are many reasons why governments across the world introduce legislation which affects the travel and tourism industry, including:

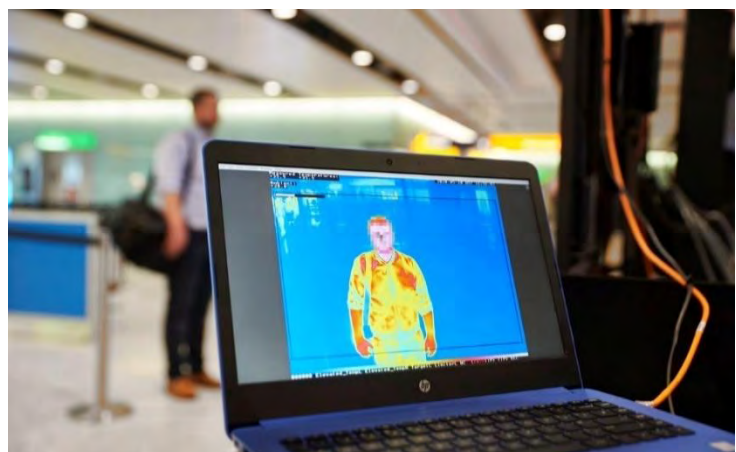
- **Health and safety** – health and safety laws and regulations affect all sectors of the global travel and tourism industry and are designed to reduce risks and accidents to the customers and employees of organisations. Examples include the safety checks required for vehicles, ships and aircraft that carry passengers, fire safety requirements for accommodation providers, food hygiene regulations in restaurants and the qualifications needed by staff leading adventure activities.

Most overseas holidays enjoyed by British people pass without any health or safety problems at all, but tour operators must have procedures in place to deal with issues when things go wrong. A hazard is anything that can cause harm, while a risk is the likelihood, high or low, that somebody could be harmed by the hazard, together with an indication of how serious the harm could be. For example, riding a moped while in a holiday resort is a hazardous activity, but the risk that it will cause you harm can be reduced by taking a number of steps, e.g. by being briefed in advance about safety procedures and wearing the correct helmet and other equipment.

- **Employment** – governments pass laws which protect workers from unfair work practices. Most travel and tourism staff have a contract which sets out the terms and conditions of their employment, including details of their rate of pay, hours of work, sickness procedures and holiday entitlement. Many governments have introduced legislation to protect workers from unfair discrimination in the workplace. In the UK, the Equality Act 2010 makes it illegal for employers to discriminate against their employees on a number of grounds, including their age, disability, marriage status, race, religion, etc. All staff, whether applying for a job, already in a job or formerly employed, must be treated equally, with no members of staff being put at a disadvantage.

- **Planning** – strict planning laws are in operation in most countries across the world. Permission is needed from central or local governments before new travel and tourism facilities, such as hotels, airports and visitor attractions, can be built. This helps to protect the environment and culture of destinations from inappropriate development. The high-rise hotels built in the late 20th century in Spanish resorts such as Benidorm could not be constructed today due to much stricter planning laws and regulations.

- **Visitor security** – the number one priority of any government is to keep its citizens safe and secure, whether at home or while travelling. Given the threat and reality of terrorist attacks, natural disasters and civil unrest around the world it is understandable that governments implement strict security measures for travellers. Following the 9/11 terrorist attacks in the USA in 2001, extra security was introduced on aircraft and at airports across the world, while the London bombings led to heightened security at transport hubs across the UK.



An airport scanner in operation (courtesy of Heathrow Airport)

Although such measures can cause extra delays, most travellers are willing to sacrifice a little time in return for a safer journey.

In the UK, travel advice from the Foreign, Commonwealth and Development Office (FCDO) via its website indicates whether or not it is safe to visit a country or destination. Currently, there is general travel advice for 226 countries and territories listed on the website.



Activity 4

Visit the travel advice section of the Foreign, Commonwealth and Development Office (FCDO) website and make notes on the current advice about British people travelling to the following countries – the USA, Tunisia, Greece, Turkey and Afghanistan.

This activity will give you practice in completing Section A1

- **Equality** – a further area of government legislation relates to equality for all citizens and visitors. In the UK, the Equalities Act 2010 ensures that people are not discriminated against for a number of reasons, including their age, gender, ethnicity, race or disability. In travel and tourism, for example, businesses must take reasonable steps to ensure that buildings are accessible to everybody, regardless of their physical mobility. Likewise, hotels and other accommodation providers must welcome all guests equally without discriminating.
- **Customer financial protection** – customers usually pay for travel and tourism products and services – flights, holidays, short breaks, car hire, train tickets, travel insurance, etc. – weeks or even months before they actually travel. Governments introduce consumer protection legislation to ensure that, if a travel company ceases trading, customers will be able to receive compensation. Regulations have been put in place to protect the money paid by customers to tour operators before their holiday has begun. In the UK, the Air Travel Organiser's Licence (ATOL) scheme has been developed to ensure that the money paid by customers is protected and that holidaymakers are not stranded abroad and will be brought back to the UK at no additional cost when things go wrong. The ATOL scheme is operated by the Civil Aviation Authority (CAA). Customers have more protection when buying a package holiday compared to building their own holidays if things go wrong. If a holiday doesn't match how it was described, or if the holiday company goes bust, the Package Travel and Linked Travel Arrangement Regulations 2018 – which implement the EU's Package Travel Directive 2015 – give customers the right to ask their tour operator to put it right and, if it is unable to, claim compensation.



Activity 5

Carry out some research into the ATOL scheme operating in the UK and make notes on how it works.

This activity will give you practice in completing Section A1

- **Developing services and facilities** – governments across the world are involved in developing major services and facilities which support the travel and tourism industry, such as airport and port developments, new roads or rail routes and other transport infrastructure projects. Many also invest in training travel and tourism staff in order to provide high-quality services to visitors.

Did you know?

The cost of the HS2 rail project in England is currently estimated at £110 billion.

- **Controlling development** – many tourist destinations control the development of tourism through laws and regulations. This is particularly important in protected areas such as national parks and Areas of Outstanding Natural Beauty, where too many visitors can have negative impacts on the natural environment and local cultures. Laws to limit short-term holiday accommodation have also been introduced in popular cities around the world to counter the threat of overtourism, for example Venice, Amsterdam, Edinburgh and Barcelona.

Tourism taxes

Many governments raise income from travel and tourism by charging a visitor tax on the cost of accommodation or by adding a tax to the cost of a flight. Barcelona, for example, has had a tourist tax in place for more than 10 years. For guests in rented accommodation the nightly fee is currently 4 Euros per person, with 2.25 Euros going to the regional government and 1.75 Euros to the city authorities. The tax is a way of limiting visitor numbers to reduce overtourism and helping the city attract what is called 'quality' tourists. Another Spanish city, Valencia, has announced that it will introduce a tourist tax for visitors staying in all types of accommodation by the end of 2023 or in early 2024. Revenue from the tax will be used to invest in sustainable tourism projects.

Another method of taxing tourists is by making a charge through a visa waiver scheme, such as the ESTA scheme for the USA (see right).

Air Passenger Duty (APD) was first introduced by the UK government in 2004 as a way of helping to reduce the growth of air travel and its environmental impacts, as well as generating extra tax revenue for the government. APD was doubled on 1 February 2007 and has proved very controversial, since many people consider that it is more concerned with increasing tax revenues for the government than actually influencing people's air travel habits. APD is charged on each passenger at the rate for the destination where their journey ends, with long-haul passengers being charged more than those on short flights.

Did you know?

Every tourist who wishes to visit the USA must complete an Electronic System for Travel Authorisation (ESTA) form and pay a fee which currently costs \$21. Over 70 million people visit the USA each year, so that's a lot of revenue for the US government!



Activity 6

Carry out some research into the current rates of Air Passenger Duty (APD) in the UK and the total amount of APD collected by the UK government for the most recent twelve-month period for which data is available.

This activity will give you practice in completing Section A1



All inbound tourists to the USA must pay the ESTA fee before visiting destinations such as the Everglades.



Activity 7

Working with a partner, discuss and make notes on the advantages and disadvantages of tourist taxes, from the point of view of tourists, governments and travel and tourism businesses.

This activity will give you practice in completing Section A1

Passport and visa requirements for tourists

The government of every country sets its own entry policy for visitors, which is constantly under review and subject to change. For example, residents within the Schengen area, which includes most countries in Europe, can travel from country to country without having to use a passport. However, these residents will need a passport if they wish to visit the UK. In some countries, tourists need to apply for a visa before they travel and some countries require a special visa to be issued to business tourists.

Passports and visas are an essential part of monitoring and controlling the movement of people between countries. People visiting the UK from certain countries are required to obtain a visa in advance of them arriving here. Similarly, British people may have to apply for a visa before travelling to some countries abroad. Certain countries operate visa waiver schemes, which give right of entry to visitors from selected countries. The USA, for example, asks UK residents to apply through its ESTA (Electronic System for Travel Authorization) before they travel (see page 16).

Prior to leaving the European Union (EU), British people enjoyed freedom of movement throughout Europe. The UK left the EU at the end of January 2020 – a process known as Brexit – but a transition period of 11 months had been agreed during which the future relationship

between the UK and the EU could be negotiated. New arrangements for travel between the UK and the EU came into effect on 1 January 2021.

One outcome of Brexit is that the existing burgundy-coloured EU passports will be replaced over time with dark blue UK passports. On arrival in an EU country, UK passport holders will need to join the 'arrivals from other countries' queue and not the EU queue as previously. It will also be necessary for UK residents travelling to the EU to have at least 3 months' validity left on their passport.

The EU is planning to implement a visa waiver programme, named ETIAS, which will be similar to the US ESTA system (see page 16). This is scheduled to be introduced in 2024. Before they travel to the EU, UK tourists will be required to apply online and pay for the ETIAS, which will be valid for three years.



Activity 8

Make notes on the current passport, visa and entry requirements are for a British person visiting Australia, New Zealand and China.

This activity will give you practice in completing Section A1

Government promotion of tourism

Most countries around the world are keen to encourage inbound tourism, as well as domestic tourism, because all tourists add value to the economy of a country by spending money, which helps to create jobs and generate income for businesses and the government. Some countries in the Caribbean and Indian Ocean are heavily dependent on the revenue from tourists to make their economies grow. The money from tourism is used to provide services such as education, housing, roads, communications and healthcare. Roughly 20% of the GDP of the Bahamas, for example, comes from tourism, while nearly one-third of the economy of the Seychelles relies on the income from tourists.

Most countries support tourism by having a national tourist board which is funded by the government. There are four national tourist boards in the UK covering England, Wales, Scotland and Northern Ireland, with VisitBritain having overall responsibility for promoting Britain as a tourist destination to overseas visitors. National tourist boards carry out marketing campaigns to promote their particular country to potential visitors in order to reap the benefits of tourism. Many now use digital marketing techniques to target potential customers, including social media channels, in addition to traditional advertising and promotion. They also provide funding for tourism businesses to improve their facilities and services by, for example, giving grants to upgrade hotels and visitor attractions. Some tourist boards offer tax incentives to encourage companies to build tourism facilities such as resorts, airports and attractions. National tourist boards usually work in partnership with private companies when carrying out their work. For example, VisitBritain runs marketing campaigns with British Airways to encourage more overseas visitors to the UK from countries across the world.

At local level, many local authorities provide funds to promote their areas as tourist destinations. The council might fund a tourism department or operate a website and may also provide a tourist information centre (TIC). As more tourists visit the destination, greater income will be generated for the area and more people will be employed, thereby helping the local economy to thrive.



New Zealand runs a very successful marketing campaign highlighting the country's natural attractions.



Activity 9

Find out the details of a current marketing campaign being run by VisitBritain and make notes on the aims of the campaign, target markets, the media channels being used and any partner organisations involved.

This activity will give you practice in completing Section A1

Some visitor attractions are funded by local government organisations such as councils and are used by tourists as well as local residents for recreation and leisure activities. For example, most country parks, which provide a range of countryside facilities, are funded by local councils and are often used by tourists. In the same way, many museums are provided mainly for the local population, but also act as tourist attractions. Local authorities may also help with the funding of transport services. Transport for London (TfL), for example, receives money from public sources as well as the income it generates from fares and congestion zone charges. Although TfL mainly provides overground and underground rail transport for the population of London, the system is also used by millions of tourists visiting the city each year.

Tourism destinations across the world are competing with each other for the income provided by tourists. Destinations, attractions, transport operators and accommodation providers are all competing for the tourists' business and therefore have to undertake marketing activities to 'sell' what they have to offer to potential customers. For maximum effect, it is important that destinations promote what makes them unique, to point out to tourists the special qualities of the destination and to promote these qualities to the appropriate type of tourists.



When Titanic Belfast opened, the new attraction was heavily promoted by national and local governments.

Political instability

One of the most important needs and expectations of tourists when they travel away from home is to feel safe and secure. Most major tourism destinations have stable governments where there is little or no civil unrest. However, from time to time, civil unrest can occur in any country. For example, some cities in the USA have experienced rioting in recent years. Riots have also been taking place in Hong Kong.

When a civil war or unrest occurs in a destination over a long period of time, there tends to be a decline in inbound tourism. This will lead to a loss of income and business failure for travel and tourism organisations working in the destination. It may also be that inbound tourists are caught up in civil unrest which could lead to holidays being cancelled or tourists being repatriated to their home country.

It is also important to understand that UK-based travel and tourism companies will also be affected by civil unrest and unstable governments in other countries. For example, a UK-based tour operator offering holidays to a country where there is an ongoing civil war or rioting will find it difficult to sell holidays to that destination.

Did you know?

More than 2,000 UK residents were airlifted from the African country of Sudan by British armed forces in April 2023 following an outbreak of civil war.

Political factors influencing choice of destinations

Political factors, such as civil unrest, equality issues and visitor taxes, can have a serious impact on where tourists choose to go for a holiday or short break. Few people would venture into a war zone and go against government advice. Also, unduly complicated and expensive passport and visa requirements might put some tourists off visiting certain countries. Holiday businesses in Wales, for example, say that the planned tourist tax may deter visitors and drive business to other parts of the UK that don't have a tax on visitors.



The Chinese government now has more control over the territory of Hong Kong, but it is still a safe destination for tourists.



Activity 10

Working with a partner, choose one of the political factors discussed in this section (from page 13 to page 21) and explain how it affects travel and tourism. Think about positive and negative effects of the factor and how both global and UK tourism might be affected.

This activity will give you practice in completing Section A1

Natural factors

Natural events, such as hurricanes, floods, extreme heat and earthquakes, can be devastating for many countries around the world, causing death and destruction for local people and having severe impacts on travel and tourism. Many global tourist destinations are located in areas that are affected by severe weather events and natural disasters on a regular basis.

Natural disasters

Natural disasters, including volcanic eruptions, earthquakes and tsunamis, appear to be happening more frequently and can cause havoc to a country's travel and tourism industry. The Asian tsunami that affected Indian Ocean countries in late 2004, Hurricane Katrina's devastation of New Orleans in 2005, the devastation in Haiti in early 2010 and the 2023 forest fires in Greece, are examples that are all too familiar. Although tourism can be badly affected very quickly when such disasters occur, the industry has proved itself to be very resilient in the face of adversity. Tourism

in areas affected by natural disasters usually returns to its former state, on the back of investment in new hotels and other tourist facilities.



The 2021 volcanic eruption on the Canary Island of La Palma (courtesy Joint Cyclone Center @JointCyclone)

It is well known that there are areas of the earth's surface which are more prone to unpredictable natural events caused by movements in the tectonic plates which form the planet's crust. Most of these movements occur where these plates meet and move against each other, and some of these areas are also popular tourism destinations. For example, a number of tectonic events have occurred in Italy, Greece and other Mediterranean countries in recent years.

Natural disasters caused by tectonic activity include:

- **Earthquakes** – these occur when movements in the earth's crust cause the surface to fracture, which in turn leads to damage to buildings, roads and other infrastructure. In severe cases, people can lose their lives as buildings, bridges or other structures collapse. However, less severe earthquakes and minor tremors may cause buildings to shake, but only cause minimal damage. Many earthquakes occur in less populated areas, but they are also common in popular tourist areas such as California and the eastern Mediterranean.
- **Tsunami** – are caused by earthquakes, and sometimes volcanic eruptions, which occur under the ocean floor. Submarine earthquakes cause tidal waves which increase in height as they reach the shoreline, causing severe damage to coastal communities including tourist resorts. By far the most devastating tsunami in modern times occurred on Boxing Day 2004 when a powerful earthquake under the Indian Ocean created a tidal wave which is estimated to have killed more than 200,000 people across Thailand, Sri Lanka and India. As well as local people, many tourists enjoying Christmas holidays in coastal resorts lost their lives.
- **Volcanic activity** – occurs when tectonic processes cause molten rock and ash to escape from within the earth's crust. Some volcanic eruptions are sudden and violent, causing disruption and sometimes loss of life. Others occur over a longer period of time and produce slow-moving lava, which may cause damage to buildings and infrastructure. Examples include

volcanoes in Hawaii and the recent eruptions on the island of La Palma in the Canary Islands which lasted from September to December 2021 and destroyed 3,000 homes. Also, volcanic ash clouds can cause considerable disruption to air travel when large quantities of ash and dust are pumped into the atmosphere. The 2010 volcanic eruptions in Iceland caused enormous disruption to air travel across Europe.



Activity 11

Find out the name of the national park on the island of Lanzarote which is associated with volcanic activity.

This activity will give you practice in completing Section A1



Destinations which have experienced volcanic activity in the past often have beaches with black sand.

- **Landslides and avalanches** – landslides are large falls of rock and debris that often occur after periods of torrential rain which loosens the soil. Avalanches are heavy falls of snow, which can be triggered by minor earthquakes, but may also be caused by climatic conditions such as heavy snowfall. Avalanches are a threat to winter sports enthusiasts, especially those who like to go ‘off-piste’ into more remote areas. In 2017 and 2018 a series of deadly avalanches occurred in the French Alps killing 25 people.

Severe weather events

It is now widely accepted that the earth’s climate is warming rapidly, with more areas experiencing record temperatures and extremes of weather in recent years. For example, a temperature of more than 40 degrees centigrade was recorded in the UK for the first time in July 2022. Scientists believe that the process of global warming is responsible for an increase in severe weather events which are occurring throughout the world. Major weather events include the following:

- **Flooding** – is usually caused by continuous heavy rainfall or by a rapid thaw after heavy snowfall. Rivers cannot contain all of the water within their channels, so their banks burst and the surrounding area becomes flooded. Large-scale floods can affect both locals and visitors to an area.

Did you know?

In September 2022, floods in Pakistan caused by heavy monsoon rainfall affected more than 10 million people.

- **Heatwaves** – high temperatures over 35 degrees centigrade may last a few days in the UK or several weeks/months in other parts of the world. Very high temperatures are dangerous to health and exposure to the sun can lead to skin cancer. Heatwaves are frequently associated with other weather events such as drought and wildfires. They are becoming more common in European and North African countries bordering the Mediterranean Sea, adversely affecting tourists who visit these areas.



Activity 12

Carry out some research into the effects of the high temperatures experienced by many Mediterranean tourist destinations in the summer of 2023 and how these could change some people's views on where to take a holiday in future years.

This activity will give you practice in completing Section A1

- **Drought** – follows long periods with little or no rainfall, causing rivers and lakes to dry up. Severe drought can also affect water supplies, with communities needing to limit the amount of water they use. This can impact on tourist activities, many of which require the use of water for swimming pools and golf courses, plus many water-based activities such as canoeing and white-water rafting. Some tourist regions in Spain are considering limiting the amount of water made available to tourists in order to ensure a plentiful supply for the local people.
- **Wildfires** – these occur in hot and dry conditions often during a period of drought, especially when there is a strong wind to fan the flames. In the hot summer of 2022, over 750 wildfires were reported throughout the UK. Many of these were located in popular countryside tourism destinations and some were started by irresponsible tourists. In recent years, wildfires across parts of Western USA and Australia have caused damage to large areas of natural landscapes and to the animals living within them. Some areas in Greece experienced severe wildfires in the summer of 2023, with tourists having to evacuate tourist destinations on the islands of Rhodes and Corfu, as well as resorts on the mainland.
- **Hurricanes, cyclones, typhoons and tornadoes** – these are intense tropical storms that occur in many parts of the world which are popular with tourists. North America gets hurricanes, India experiences cyclones and Japan gets typhoons, but they are all tropical storms with high winds and torrential rainfall which travel across the ocean before reaching landfall. Tornadoes are caused by similar processes, but occur on a smaller scale over land areas. Many coastal areas and resorts in tropical destinations are likely to experience a hurricane or tornado. One of the most devastating hurricanes in recent years

Did you know?

A cyclone named Gabrielle hit the North Island of New Zealand in February 2023 at the height of the tourist season.

was Hurricane Katrina which hit the New Orleans area in 2005, causing over \$150 billion dollars' worth of damage. More recently, Hurricane Ian, caused major damage to the west coast of Florida, with more than 120 deaths and the destruction of the tourism infrastructure in popular resort areas.



Wildfires can start in countryside destinations after hot, dry conditions.

- **Blizzards** – are heavy snowstorms which occur together with strong winds. It is very difficult for travel and tourism organisations to operate in blizzard conditions and large snowdrifts can cause damage to buildings and interruptions to transport links. Tourists may find that their holiday cannot go ahead as planned and may be forced to abandon their trips if blizzards continue.



The resort of Venice in Florida was hit by hurricane Ian in 2022 causing major damage.



Activity 13

Working with a partner, carry out some research into a named tourism destination anywhere in the world that has been affected by a natural disaster in the last ten years. Give an explanation of the disaster and explain how travel and tourism businesses, and the destination itself, have been affected by the event.

This activity will give you practice in completing Section A1

Effects of natural factors on travel and tourism businesses

Natural factors can have a dramatic impact on the operation of travel and tourism businesses, both in the affected destinations and the countries from which tourists are travelling. This can include the complete loss of hotels, visitor attractions and transport infrastructure, delays/cancellations to flights and changes to accommodation for customers in affected areas. The wildfires on the Greek island of Rhodes in 2023 resulted in tourists being evacuated from their holiday accommodation, leading to extra work for tour operators. In extreme cases, customers may need to be repatriated to their home country. Travel and tourism businesses will be responsible for compensation and refunds to customers when travel plans are disrupted by natural disasters and extreme weather events.

The issues faced by UK-based tour operators and airlines selling holidays to destinations affected by natural factors can be summarised as follows:

1. Tourists who have booked a holiday or travel to the destination at some point in the future will need to be offered alternatives. Their trip may have to be cancelled if a suitable alternative cannot be found, with a full refund provided.
2. Customers already in the affected destination will need to be given full support by their tour operator and local organisations. They may need to be repatriated to the UK as soon as possible if the circumstances are serious.
3. UK-based tour operators and airlines will have to decide when it is possible to start selling holidays and travel to the affected areas. It will be necessary to liaise with the tourism authorities in the destination to decide at what point in time the destination will become 'open for business.'

Depending on the severity of the natural disaster, a tour operator's future bookings and customer numbers to the affected destination may decline. The company can offset losses in income by offering more holidays to unaffected destinations.

Effects of natural factors on destinations

Travel and tourism businesses operating in the destination will also be affected and the amount of disruption will depend on the nature and scale of the event. After blizzards, roads can normally be opened in a short period of time and most areas can be cleaned up after a flood in a few weeks. However, following a hurricane, earthquake or wildfires, it may take several years for the tourism infrastructure to be fully reinstated. It is possible that some businesses which rely heavily on tourism may not survive if no tourists arrive for an extended period of time. The decrease in tourist numbers may also result in those employed in the industry losing their jobs.

Did you know?

In August 2023, devastating wildfires broke out on the Hawaiian island of Maui. The wind-driven fires resulted in the evacuation of local people and tourists, with a death toll of at least 115 and nearly 400 people missing.

Modern science has helped to predict the occurrence of natural disasters and severe weather events, but it cannot stop them happening. In many areas bordering the Pacific Ocean, early warning systems for tsunamis are now in place. They warn people to move inland away from coastal areas if a tsunami is likely. Similarly, hurricanes and cyclones can be tracked from space and computer models can be used to predict their paths. Modern

weather forecasting can also identify when storms, blizzards and other severe weather events are likely. In the same way, most volcanoes in populated areas are now closely monitored with early warning systems to detect possible eruptions. However, large earthquakes are often more difficult to predict.

Natural factors influencing choice of destinations

Generally, tourists don't want to have their holiday disrupted by extreme weather and so most tourism takes place when destinations are likely to experience pleasant weather. However, freak conditions such as thunderstorms leading to flooding, extreme heat or blizzards in mountain resorts during winter cannot be ruled out.

Did you know?

At least one hurricane hits the coastline of the United States every year, killing between 50 and 100 people.

Tourists have to expect that there is the chance of their holiday being affected by extreme weather and be prepared to take their chance. For example, hurricanes regularly affect the US state of Florida, but it remains one of the most popular tourist destinations in the world.

The extreme summer heat experienced by many tourists to Mediterranean destinations in recent years may well lead to changes in the patterns of tourism. There is already some evidence to indicate that visitors from northern European countries, including the UK, Germany, the Netherlands and Poland, are avoiding countries such as Spain, Portugal, Greece and Italy in the peak summer months due to the high temperatures experienced there.

There are a number of destinations throughout the world where volcanic landscapes and features provide a positive appeal to tourists. Many people visit the Roman settlement of Pompeii, which was devastated by the eruption of Mount Vesuvius nearly 2,000 years ago. The eruption covered the town in a matter of minutes and evidence of the impact on the town can still be seen today. Other destinations where volcanic activity has attracted tourists include Iceland, Lanzarote in the Canary Islands, Rotorua in New Zealand and Yellowstone National Park in the USA.

**Activity 14**

Working with a partner, choose one of the natural factors discussed in this section (from page 21 to page 27) and explain how it affects travel and tourism. Think about positive and negative effects of the factor and how both global and UK tourism might be affected.

This activity will give you practice in completing Section A1

Media factors

The media can have an important bearing on where tourists choose to go on holiday or take a short break. For example, newspaper articles about a cruise ship which has experienced an outbreak of norovirus on board, is likely to make potential customers think twice about making a booking with that company. On the positive side, a cruise liner that features in a TV documentary may well benefit from increased sales on the back of extensive media coverage.

Did you know?

During the Covid-19 pandemic, UK travel businesses were obliged to offer refunds for cancelled holidays and flights. The efficiency with which this was carried out varied greatly. The most efficient companies benefited from positive media coverage, while those which were slow to compensate customers received negative coverage.

Different types of media

Tourists make decisions about travel and holidays based on a variety of factors, including their budget, lifestyle and family situation, as well as their needs and preferences. These decisions may be influenced by a wide range of media sources, which are outlined below.

Printed media

- Newspapers – which may contain reports about the political or economic situation in different countries, paid advertising by travel and tourism organisations as well as articles featuring information about different destinations.
- Brochures – are still distributed by some tour operators and travel agents to help promote their holidays to prospective customers.
- Magazines – which may contain reader offers and articles featuring tourist destinations.
- Books – which could be about travel, such as an autobiography or a novel set in a particular destination.
- Travel guides – which are produced for all major destinations and provide detailed information to visitors, for example *Lonely Planet*, *Rough Guides* and *Bradt Travel Guides*.



Activity 15

Working with a partner, investigate the different types of information, opinions and advertising about travel and tourism found in the weekend edition of a popular newspaper.

This activity will give you practice in completing Section A1

Broadcast media

- Radio – programmes can focus on specific tourist destinations or travel features.
- Film – film locations can influence tourists to visit the destination in which the films are set. Studio tours have become popular visitor attractions in some destinations.
- TV – some tourists may be tempted to visit the location where their favourite TV programmes are set.



A TV drama, film or a travel programme set in the West of Ireland might well encourage tourists to visit the area.

Internet (digital) media

- Websites – nearly every travel and tourism organisation throughout the world has a website which provides a range of information and booking options.
- Emails – bulk and personal emails can be used to provide information and promotional messages to customers.
- Review sites – provide informal feedback about customers' experiences of different tourism destinations, holidays and travel products.
- Social media platforms – also encourage users to exchange views and information, with influencers offering views relating to different destinations and tourism experiences.
- Podcasts – are short episodes of discussions or conversations which may feature topics relating to travel and tourism.

Most tourists will receive information from a number of the sources identified above, but very few will receive information from all of the sources. An alternative way of thinking about media factors is as follows:

1. Factual information – articles written by journalists working for major newspapers or their websites generally provide information which can be trusted. Television news broadcasts will also provide factual information to viewers. Government sources, such as the Foreign, Commonwealth and Development Office (FCDO) website and the Office for National Statistics (ONS), can also be trusted to be factually accurate. Also, most guide books contain factual information.
2. Promotional information – paid advertising, i.e. promoting the products of travel and tourism organisations, is available via print, broadcast and internet (digital) media. Brochures are printed, holiday and travel advertisements are featured on TV and radio, while social media channels for visitor attractions, transport operators and accommodation providers contain promotional information.

- Opinions – an increasing amount of media information is now based on people's personal opinions, which may not always be reliable or unbiased. For example, review sites provide a platform for people to provide feedback on their travel experiences. Podcasts and social media channels also provide opportunities to express personal opinions about destinations and tourist activities.



Activity 16

Look at review sites for an attraction, hotel or tourist destination that you have visited and see if you agree with the comments.

This activity will give you practice in completing Section A1

Image created by the media

The media is a powerful tool in influencing global tourist destinations and the travel and tourism industry. That's why so many organisations employ press and PR (public relations) staff to generate positive messages and to act swiftly to minimise reputational damage when there is a problem.

Positive media coverage

All global destinations and travel and tourism organisations want to portray a positive image in order to attract more visitors and customers. Hosting a major sporting event, such as the Olympic Games, World Athletics Championships or a football World Cup tournament, gives a destination global media coverage and a chance to 'sell' the region to visitors around the world. Television coverage of the Tour de France cycling race every year gives viewers the chance to see magnificent scenery which may encourage more visitors to take a holiday in the country.

Negative media coverage

Tourism destinations and organisations are keen to limit the damage to their reputation when news stories paint a negative picture. Some Mediterranean holiday resorts, for example, have a reputation for wild behaviour amongst younger visitors, often fuelled by stories in the media. Resorts like Magaluf, Falaraki and Kavos employ extra police and security staff to limit the impact on local people. Some tourist destinations experience high crime rates, which may put some people off visiting them.

Technical problems with airlines and at airports can quickly affect thousands of travellers, whose flights will be delayed or even cancelled. Affected passengers often use social media to vent their frustration, resulting in negative publicity for the companies concerned. News coverage of an accident in a hotel, perhaps a fall from a balcony or swimming pool incident, can affect future bookings for the establishment.

Media factors influencing choice of travel and tourism companies and destinations

Decisions on where people go on holiday are often influenced by the media, for example travel programmes, TV documentaries, advertising, magazine and newspaper articles, website blogs,

social media posts, etc. Similarly, film and television locations can influence tourists' decisions, creating a desire to visit the location where a particular programme was set or filmed. Examples include:

- Cornwall – where *Poldark* was filmed
- The Dorset coast – the setting for the TV drama *Broadchurch*
- Alnwick Castle, Northumberland – which featured in *Downton Abbey* and *Harry Potter*
- The Isle of Skye – where *Harry Potter* was filmed
- Highclere Castle, Newbury – which featured in *Downton Abbey*
- Tollymore Forest Park, Northern Ireland – where the *Game of Thrones* was filmed
- Doune Castle, Scotland – which featured in *Monty Python and the Holy Grail*

British locations which have been used for films and TV programmes often gain worldwide exposure, thereby encouraging more overseas tourists to visit Britain. VisitBritain uses well-known film and TV characters in its overseas marketing and have even created a film and TV locations guide to Britain.

Unfavourable coverage of destinations and travel companies in the media can often influence visitor numbers negatively. For example, families often choose not to take holidays in resorts which have a reputation for excessive drinking by young people and a lively nightlife.



Activity 17

Working with a partner, choose one of the media factors discussed in this section (from page 28 to page 31) and explain how it affects travel and tourism. Think about positive and negative effects of the factor and how both global and UK tourism might be affected.

This activity will give you practice in completing Section A1

Safety and security factors

Everybody wants to feel safe and secure while travelling away from home on holiday or for business. Choosing a safe destination and avoiding undue risks is particularly important for families with young children and people travelling alone. Tourist destinations which experience terrorism or civil unrest must quickly take steps to reduce risks for visitors and local people, by stepping up patrols and checks. People need to be reassured that it is safe to travel to an area or they will choose to go elsewhere.

Risks in unfamiliar environments

Every travel and tourism experience contains a certain amount of risk. Accidents occur on all forms of transport, tourists might be injured while taking part in adventurous activities and visitors may be caught up in natural disasters, such as those discussed previously (see page 21). There's even a risk when viewing dangerous wildlife while on holiday. It is also important to consider the safety and security of tourists while they are away from home and staying in tourism destinations.

In some destinations, criminals see tourists as easy targets for the theft of phones or handbags and pickpocketing of wallets and purses. Physical attacks on tourists may also occur, especially at night or in areas where tourists may be walking on their own. Very often, tourists are in an unfamiliar environment, whether it be a large city, coastal resort or countryside area, where there is a danger of getting lost, especially when travelling alone.

Did you know?

Data shows that Afghanistan, the Central African Republic and Iraq are the most dangerous countries for tourists to visit. These are not popular destinations!

Safety measures

A range of safety and security measures are put in place by authorities and travel and tourism organisations to help protect tourists, including:

- Security measures at airports and other transport hubs, including CCTV and body/luggage scanners.
- Security measures in popular resorts, which may include tourist police on the streets and security staff in restaurants, nightclubs and hotels.
- Safety deposit boxes in hotels and emergency phone numbers for customers in case of problems.



Tourists undertaking hazardous activities should always choose a qualified guide and follow all safety instructions.

Influence on visitors

Most holidays and travel arrangements take place without any safety or security problems, with travellers enjoying their time in a different environment. When issues do occur, however, there is

an inevitable impact on visitors. This could be a flight delay due to a security alert at an airport or perhaps an accident at a theme park, with the associated inconvenience to travellers. Some travellers can become aggressive when faced with delays, but most accept that being delayed is part and parcel of today's travel experience. Aggressive behaviour towards visitors, for example a mugging in a busy resort late at night, can also take place in tourist destinations. In all cases, visitors will need help from the local security agencies and reassurance that matters will be investigated and the law upheld where necessary. Tourists who have been affected by safety and security concerns may consider visiting a different destination or using another mode of transport for future trips.

Safety guidance

In the UK, the Foreign, Commonwealth and Development Office (FCDO) provides travel advice which is regularly updated to reflect global events. In addition to following this advice when planning a trip, tourists should also follow local guidance when in a destination, relating to where not to visit, what times to go out and where to keep travel documents and valuables. In many city destinations around the world there are 'no go' areas which tourists are advised to avoid visiting on their own, particularly at night. Tourists also need to be aware of the dangers of travelling in more remote areas, either by car or on foot, since breakdowns, accidents and injuries are more difficult to deal with in rural areas. Many landscapes contain natural hazards and it is possible to encounter dangerous wildlife while on holiday.



Solo travellers visiting remote areas may find themselves at risk from accidents.

There will always be cases where tourists experience robbery or muggings and are perhaps injured in the process. They may be involved in a car accident or could be injured taking part in an outdoor activity. Generally, these issues are not caused by the tourists themselves, but they often lead to inconvenience and sometimes additional expense. Criminal offences and accidents will need to be reported to the authorities, which can cause problems when there are language issues. Serious accidents and injuries might require a stay in hospital and other medical expenses,

not all of which may be covered by travel insurance. Medical treatment might involve an extended stay in the destination leading to a missed departure.

Safety and security concerns influencing choice of destinations

Most tourists consider the safety and security risks when planning their holiday, especially families, solo travellers and those travelling to long-haul destinations. They will also need to think about the type of travel and activities they might choose. For example, for tourists staying at an all-inclusive resort on a Caribbean Island, the safety and security risks will be minimal. For tourists choosing self-catering accommodation away from the main tourist areas on the island, and travelling by public transport, the risks are likely to be higher. Generally, tourists travelling in organised groups face less risk than those who travel independently, especially if they are travelling on their own.

Throughout the world, most areas which are either popular coastal destinations, major cities or popular countryside areas would be considered safe for tourists to visit. Areas away from recognised tourism destinations are more likely to be riskier, especially within the developing countries in Africa, Asia and South America. However, wherever they are visiting, tourists need to follow the guidance provided, respect the culture of the local community and behave appropriately.

The world has recently marked the 20th anniversary of the tragic events of September 11th 2001 (9/11) in the USA. Although a distant memory, the 9/11 terrorist attacks had a profound impact on worldwide travel. Immediately after the atrocities, flights and holidays were cancelled and fewer tourists chose to visit the United States or even travel by air at all. Extra security measures and checks when travelling, introduced following 9/11, are still in place today.

Tourist destinations invariably recover from terrorist attacks, although this can take time. There is an immediate impact on travel and tourism businesses after an incident, some of which may struggle to survive. In 2015, a mass shooting took place in the Tunisian holiday resort of Port El Kantaoui near Sousse. Thirty-eight people, 30 of whom were British, were killed when a gunman attacked a hotel and nearby beach. Tourism in the whole of Tunisia was affected by the attack and is still struggling to return to the situation it was pre-2015.



Activity 18

Working with a partner, choose one of the safety/security factors discussed in this section (from page 31 to page 34) and explain how it affects travel and tourism. Think about positive and negative effects of the factor and how both global and UK tourism might be affected.

This activity will give you practice in completing Section A1

Health risk factors

Nobody wants to become ill when they are travelling away from home, especially if they are visiting a long-haul destination or are part way through their 'holiday of a lifetime'. Falling ill whilst on holiday or travelling away from home can cause disruption, may well involve additional costs and could result in serious illness or even death. Some diseases not found in the UK are common in many developing countries and these can be spread through poor quality water, contaminated food, in the air, by animals and insects or by close contact with an infected person.

Endemic diseases

Endemic diseases are those which are always present in a region or population, meaning that local people living in the area often suffer from the diseases. Information relating to major endemic diseases is summarised in the following table.

Disease	Causes	Symptoms	Areas affected
Malaria	Malaria is caused by mosquito bites and killed more than 400,000 people worldwide in 2019.	High temperatures, sweats and chills, aching joints. Vaccination is available.	Tropical areas including much of Asia, Africa and parts of South America.
Yellow fever	Yellow fever is also spread by mosquitos. There is no cure for yellow fever but infections can be treated. Over half the people with serious infections die of the disease.	High temperatures, sweats and chills, aching joints, vomiting. Bleeding from the nose, ears and mouth can occur in serious cases. Vaccination is available.	African countries south of the Sahara Desert, parts of South and Central America as well as Trinidad in the Caribbean.
Cholera	Cholera is an acute diarrhoeal illness caused by bacterial infection of the intestine. People can get sick when they swallow food or water contaminated with the bacteria. The infection is often mild but can sometimes be severe.	Severe diarrhoea, vomiting and thirst. Vaccination is available.	Cholera is most likely to occur in areas with inadequate water treatment and poor hygiene. Cholera is mostly found in the tropics — in particular Asia, Africa, Latin America, India and the Middle East.
Typhoid	Typhoid spreads though salmonella bacteria being passed from person to person. If they don't wash their hands properly after using a toilet, they can contaminate any food they touch. Anyone else who eats this food may also become infected. In parts of the world with poor sanitation, infected human waste can contaminate the water supply causing typhoid.	The main symptoms of typhoid fever are a persistent high temperature that gradually increases each day, a headache, general aches and pains, extreme tiredness (fatigue) and constipation or diarrhoea. Vaccination is available.	Like other endemic diseases, typhoid is mostly found in the tropics — in particular Asia, Africa, Latin America, India and the Middle East.

Figure 1.2 Major endemic diseases.

Epidemics and pandemics

Epidemic diseases affect many people over a period of time and occur within a specific area. If the disease spreads to a number of countries, or even the whole world, it is known as a pandemic. The first major pandemic in modern times occurred after the First World War between 1918 and 1920. The disease was known as Spanish Flu and killed over 50 million people throughout the world.

As worldwide travel and tourism has increased it has been easier for diseases caused by viruses to spread more rapidly. During the 21st century, a number of epidemics and pandemics have been experienced, including:

- Norovirus – also called the ‘winter vomiting bug’, this virus causes vomiting and diarrhoea. It is picked up from close contact with an infected person, touching surfaces that have the virus on them or eating food which has been prepared or handled by somebody with norovirus. Outbreaks sometimes occur on cruise ships and in large resort complexes. There were reports of an outbreak of the virus at a holiday camp in Skegness in the summer of 2023.
- Avian/bird flu – is an infectious type of influenza that spreads among birds. In rare cases it can affect humans. Markets where live birds are sold can be a source of bird flu, so tourists visiting certain long-haul destinations should avoid them as a precaution.
- Zika virus – is mainly spread by mosquitoes in parts of South and Central America, the Caribbean, the Pacific Islands, Africa and Asia. It is mild and not harmful for most people, but can cause problems if a person is pregnant.
- Coronavirus – is an infectious disease caused by the SARS virus. By far the most important pandemic of the 21st century has been the Covid-19 disease caused by the virus.

The Covid-19 pandemic

The virus was first detected in 2019 and spread rapidly throughout the world. It is estimated that over 6 million people have been killed by the disease. During the height of the pandemic, nearly every country closed its borders to international tourists and domestic travel was often not allowed; for the first time in their lives, millions of people experienced ‘lockdown’ conditions when they were not allowed to leave their homes. In many countries, people were ordered to wear masks and take other precautions.



Nearly every destination introduced Covid-19 guidelines.

Once a new vaccine had been developed to protect people against the disease, international travel began to increase, but it has not returned to the level before the pandemic. It is also likely that further pandemics will occur in the near future with their spread aided by international travel.

The Covid-19 pandemic, which was first recorded in the Chinese city of Wuhan in December 2019, had a devastating impact on global travel and tourism, as shown by the 2020 data on international tourist arrivals in Figure 1.3.



Figure 1.3 International tourist arrivals 2020 (source: UNTWO)

Figure 1.3 shows just how dramatic the impact of the Covid-19 pandemic has been on international tourism in 2020, with an overall 74% fall in visitor numbers compared with 2019. All regions of the world suffered badly, but Asia and the Pacific was worst hit with an 84% fall in visitors. The impact of Covid-19 is still being felt in 2023, with travel and tourism making good progress on the long road to recovery.

✎

Activity 19

Discuss the trend in international tourist arrivals shown in Figure 1.3 above. Assess the impact on global travel and tourism organisations of the Covid-19 pandemic.

This activity will give you practice in completing Section A1

Ways of transmission

Viruses and diseases can be spread in a variety of ways, including contact with an infected person, touching infected surfaces, insect transmission, airborne diseases and by eating infected food or drinking contaminated water. Tourists should take sensible precautions in order to remain healthy, as described in the following section of this component.

Precautions against illnesses and infectious diseases

There are a number of precautions that travellers can and should take in order to protect themselves against illness and diseases, especially when they visit tropical countries. For UK

tourists travelling to these destinations, it is advisable to be vaccinated against the diseases mentioned in the table on page 35 as well as against rabies and possibly other diseases. Advice for UK tourists is available from the Foreign, Commonwealth and Development Office (FCDO) website, which gives detailed information for most destinations, including vaccination recommendations.

As well as vaccinations, tourists can protect themselves by taking appropriate medicines, including malaria tablets, and to use protective equipment such as mosquito nets, plus suitable insect-repellent clothing. Also, tourists should act sensibly with regard to food and water, consider the origin of their food and only drink bottled water. Furthermore, tourists should ensure that they purchase the correct travel insurance which covers them for the health risks in the areas they will be visiting. Personal hygiene, including washing hands frequently, is also a sensible precaution.

Did you know?

Vaccines against some of the diseases mentioned above are provided free in the UK, while others have to be paid for. For example, a yellow fever vaccination can cost between £60 and £85.

Health risk factors influencing choice of destinations

Today, tourists are far more aware of the health risks involved when they visit global destinations. Modern communications and the availability of more information relating to the health situation in different destinations have enabled tourists to make informed decisions about which destinations they may wish to visit and the activities they want to take part in.

Nonetheless, some travellers are put off travelling to certain long-haul destinations for fear of catching a disease or becoming ill. This is particularly so for elderly tourists and those with pre-existing medical conditions. The cost and effort involved in getting recommended vaccinations may also influence a person's choice of holiday destination, choosing instead to travel to a country with no vaccination requirements.

Also, in many emerging destinations, health risks are not as great in recognised tourist areas when compared with more remote areas. For example, in South Africa, visitors to cities such as Cape Town would have only a small chance of contracting a disease such as malaria or typhoid. However, for those tourists visiting inland rural areas, the health risk would be greater. So, staying in the main tourist areas will reduce the risk of becoming ill.

Finally, most countries in the world are still living with Covid-19 and its impacts. If the number of cases in a country rises suddenly the government might decide to close its borders to international visitors or impose restrictions on travel for domestic tourists. This may have an impact on the destinations chosen by tourists and mean that tourists have to change their plans at short notice, and in some cases cancel their holiday at short notice.



Activity 20

Working with a partner, choose one of the health risk factors discussed in this section (from page 34 to page 38) and explain how it affects travel and tourism. Think about positive and negative effects of the factor and how both global and UK tourism might be affected.

This activity will give you practice in completing Section A1

A2 Response to factors

Travel and tourism organisations have to respond to the many factors we have discussed in the previous section (A1) of this component and which are summarised in the chart on page 8. In some cases, such as an epidemic, terrorist outbreak or natural disaster, organisations and destinations have to respond very quickly to ensure the safety of visitors, staff and local people. Other factors, such as changes in government policy or the impacts of climate change, will happen over a longer period of time. Different types of travel and tourism organisation respond in different ways, depending on whether they operate in the private, public or voluntary sectors, as discussed in the following sections of this component.

Responses of travel and tourism organisations to factors

The variety of economic, political, natural, media, safety/security and health risk factors discussed in Section A1 of this component show that the global travel and tourism industry operates in a very complex world. The industry needs to be agile and responsive to changes at all times. The vast majority of travel and tourism organisations operate as businesses in the private sector, with profit maximisation as their primary objective, for example airlines, hotels, tour operators, travel agents, visitor attractions, tour guides and car rental firms.

Adapting and developing new products and services

Examples of travel and tourism organisations adapting their products and services in response to factors outside of their control include:

1. When households are struggling with cost-of-living pressures, tour operators may lower their prices or offer holidays in budget accommodation.
2. Transport operators may offer 'saver' fares to passengers when economic conditions are difficult for customers.
3. Hotels and restaurants may offer free meals for children when accompanied by adults to help with cost-of-living pressures.
4. Destinations may introduce early warning systems to detect tsunamis and volcanic activity in tourist areas.
5. Many airlines sell products to allow passengers to pass through airport security faster, which have become popular following the tightened security procedures after a series of terrorist attacks around the world.
6. Coach operators often develop new tours to destinations featured in films and on television, for example to Highclere Castle, Newbury where *Downton Abbey* was set and to Tollymore Forest Park in Northern Ireland where filming took place for the *Game of Thrones*.
7. Travel insurance companies often sell new products to cover specific unforeseen events, such as holiday cancellation due to catching Covid-19, insurance to cover severe weather conditions, terrorist threats, etc.

Adapting operational procedures

A variety of factors can force travel and tourism organisations to alter how they work (their operational procedures), including:

1. In response to wildfires in a destination an airline may cancel flights there and offer more flights to nearby destinations.

2. To minimise disruption caused by an approaching hurricane, hotels, visitor attractions and other travel and tourism businesses may close their operations until the threat has passed.
3. During the Covid-19 pandemic, some UK hotels switched their rooms to self-catering rather than serviced in order to minimise contact between guests and members of staff.
4. Airlines introduced strong security doors to the flight deck on aircraft following the 9/11 terrorist attacks.
5. In 2006, airports introduced a ban on liquids that could be carried in hand luggage after a terrorist plot involving explosives in drinks bottles was uncovered. The rules are due to be relaxed in the UK from 2024.
6. Since the UK left the European Union (EU), airports have had to change their entry procedures for UK travellers who no longer have freedom of movement throughout the EU.
7. Travel and tourism organisations may need to employ extra staff to deal with the consequences of an event outside of their control, e.g. to process refunds for customers whose holiday or flight has been cancelled due to, for example, a natural disaster or technical failure at the company.
8. Many travel and tourism staff lost their jobs or were 'furloughed' during the Covid-19 pandemic. This affected people working in all sectors of the industry, including hotels, airlines, tour operators, visitor attractions, hospitality businesses, etc.
9. Since the invasion of Ukraine by Russia in 2022, airlines have had to adjust their routes to avoid the conflict zones.

Did you know?

In September 2023 Jet2 cancelled all its flights and holidays to the Greek island of Skiathos following heavy rainfall which led to extensive flooding and disruption.



Activity 21

Carry out some research into the impact of Hurricane Idalia on Florida in August 2023 and how travel and tourism organisations responded.

This activity will give you practice in completing Section A2

Reviewing destinations offered

The popularity of tourist destinations changes over time in response to a number of factors, such as exchange rate fluctuations, media attention, natural disasters, political upheaval, investment in tourism infrastructure, new flight routes, etc. Local and national governments are often keen to encourage more visitors to destinations since it brings extra money into the economy which can be used for other purposes, such as education, housing development and healthcare.

Travel and tourism organisations use market research to monitor the trends in visitor numbers to destinations. Tour operators and airlines regularly review the destinations they offer in the light of changing global events, for example:

1. In the summer of 2023, major UK tour operators were forced to offer alternative resorts on the Greek island of Rhodes in response to wildfires in some areas.
2. Political unrest in tourist destinations may lead airlines and tour operators to stop selling flights and holidays there, in response to falling demand from customers. This was the case with

many North African countries, including Tunisia and Egypt, following the 'Arab Spring' protests which spread across much of the Arab world from 2010 onwards.

3. In 2021, many airlines and tour operators were forced to cancel flights and holidays to La Palma, one of the Canary Islands, following volcanic eruptions. Customers were offered alternative destinations.

Airlines generally only offer flights to destinations which will return them a profit. Similarly, tour operators will not sell holidays to destinations which become less popular. These changes can be caused by many factors including unstable governments, changing economic conditions, media influences, terrorist threats or a major natural disaster.

Advances in aircraft technology, such as ultra long-haul planes, allow airlines to offer flights to new destinations or faster services on existing routes. For example, it is now possible to fly non-stop from London to Perth in Australia, with non-stop London to Sydney flights due to be available within the next few years.



Airlines constantly review their route networks and pricing in the light of global events.

Reviewing price structures

Travel and tourism companies sometimes lower their prices in order to attract business from competitors. This often happens during a recession when lots of companies are trying to sell their products to a smaller number of customers who have less disposable income.

Algorithms are used by many travel and tourism companies to automatically change the prices of flights, hotel rooms, package holidays, car hire, etc. in response to changes in demand. A sudden drop in demand for travel to Italy, for example, following floods and landslides will be reflected in lower prices for holidays and flights in order to stimulate demand from travellers. In partnership with the Tunisian government, UK tour operators offered cut-price holidays to holiday resorts in Tunisia following the mass shootings near Sousse in 2015 as a way of rebuilding the travel and tourism industry.

During the Covid-19 pandemic, when many people were unable to travel abroad on holiday, the prices of UK holidays and accommodation rose in response to an increase in demand. When travel restrictions to some overseas countries were eased, flight prices often fluctuated wildly as more people looked to book a trip abroad.

In the event of rising world oil prices, airlines, tour operators, car hire firms and other transport operators may add fuel surcharges to their normal costs in order to preserve their profit margins.

Managing public relations

Tour operators, hotels, airlines and visitor attractions use the media to connect with existing and potential customers, often using social media channels. They post positive news stories about their latest products and destinations, plus images which help to build brand loyalty.

Travel and tourism organisations must also be prepared for negative publicity, perhaps caused by serious delays to flights, many customers being unhappy with their accommodation, an outbreak of food poisoning in a resort, an accident at a theme park or negative comments being posted on social media. In these cases, organisations need to respond quickly to the concerns raised, offer compensation where necessary and ensure that mistakes are not repeated. The biggest travel and tourism organisations, including airlines, hotel chains and popular global destinations, employ teams of staff to monitor media coverage and put measures in place to counteract bad publicity.

Following a natural disaster, civil unrest or a terrorist attack, a tourist destination will often launch a publicity campaign to encourage visitors to return. This may include discounted prices for flights, holidays and hotel accommodation to act as an incentive. Following the wildfires on the Greek island of Rhodes in 2023, the government promised a free holiday on the island in 2024 for any tourist whose holiday had been affected by the disaster.

Some travel and tourism organisations, including large theme parks and airports, can have negative impacts on their local communities, such as traffic congestion at peak times and ongoing noise pollution. Such organisations need to show that they are good neighbours by putting something back into the local community. This could involve discounted tickets for local residents, Christmas parties for children or support for local charities. In less-developed countries, tour operators might support the building of a school in the community or help with an environmental project. Also, public and voluntary travel and tourism organisations can make contributions to the local community in a number of ways. For example, public bodies such as councils provide a range of facilities available to tourists and the local community, such as toilets, museums, events and bus services. Voluntary sector organisations may work to protect and manage areas of the coast, woodland or countryside which can be enjoyed by tourists and local people alike.



Attractions often give discounted entry to people in the local community.

Government responses to factors

Governments at local, regional and national levels must be ready to respond to a variety of factors which can affect their citizens, either while in their home country or travelling and staying abroad. Figure 1.4 below gives a summary of the key government responses to influencing factors, which we will discuss in detail in the following sections of this component.

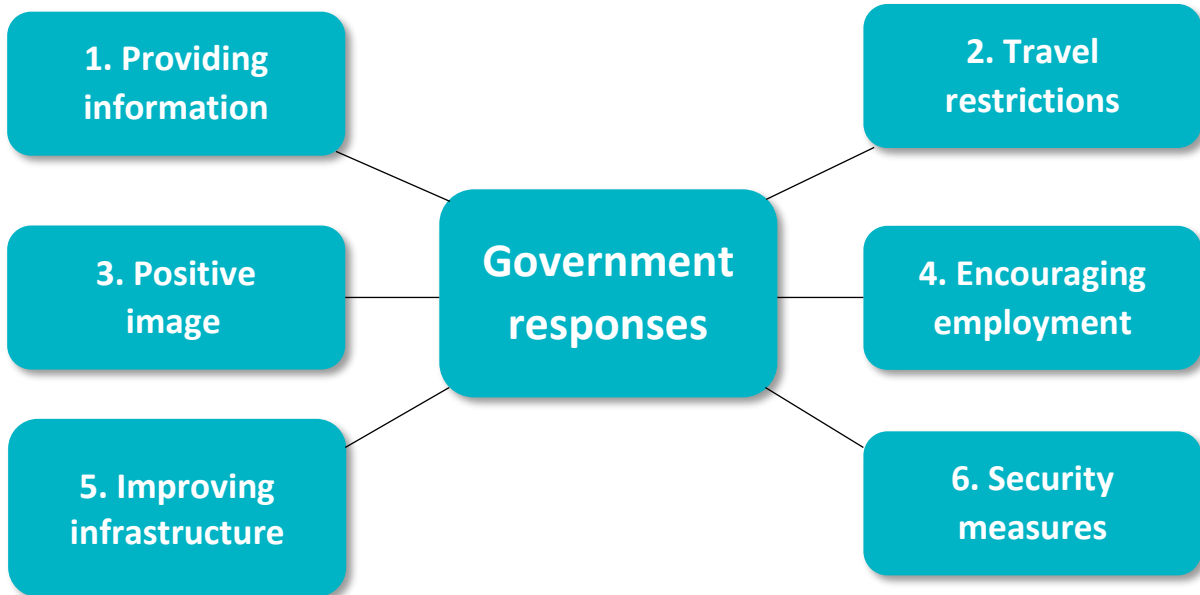


Figure 1.4 Government responses to influencing factors

Providing the public with up-to-date information

National governments across the world offer travel advice, often in response to an unforeseen event such as severe flooding, a volcanic eruption in a tourist destination or a terrorist alert. In the UK, this is the responsibility of the Foreign, Commonwealth and Development Office (FCDO), which regularly updates its travel advice website in the light of events across the world.

Regional governments will often support the national government in mobilising people and resources in their area. The State of Florida, for example, co-ordinates responses to extreme weather events such as hurricanes with the support of the national US government, which will often provide extra funding to help Florida citizens and tourists in the area.

At the **local** level, councils and city governments will often supply localised advice for visitors, including weather reports, tide times and traffic reports. This is made available through a network of tourist information centres (TICs) and via apps, websites and social media channels.



Activity 22

Visit the Foreign, Commonwealth and Development Office's (FCDO) website and list the main points of the current travel advice to **three** countries – choose one from Europe, one from South America and one from Africa.

This activity will give you practice in completing Section A2

Imposing travel restrictions

From time to time, national governments introduce travel restrictions, affecting either their own residents, incoming tourists from abroad or both. The Covid-19 pandemic resulted in travel restrictions being implemented across the world. In the early days of the pandemic, China introduced strict controls on its citizens travelling outside of the country in order to control the spread of the virus. The USA government banned entry into the country to anybody who had visited China in January 2020 for the same reason. Governments can also restrict inbound tourism from a certain destination, possibly because of terrorist activity. Natural disasters, such as volcanic eruptions or flooding, can also lead to a government imposing restrictions on travel.

Did you know?

UK residents planning to visit Cuba as a tourist must purchase a 'tourist card' before they travel. These are available through the Cuban Embassy, travel agents and tour operators.

Governments issue visas as a way of controlling entry to their country. There is usually a fee for a visa, so they are also a source of revenue for the government. Some governments also charge visitors a fee to enter the country in order to control the number of tourists. The Himalayan Kingdom of Bhutan, for example, charges visitors a daily tourist fee for every day spent in the country, which includes a sustainable development fee that is used to fund social development programmes in the country.



Activity 23

Carry out some research to find five countries which require UK citizens to have a visa before entering. Include full details of each visa, such as the cost, regulations, availability, eligibility, etc.

This activity will give you practice in completing Section A2

Did you know?

When the World Health Organisation (WHO) declared the coronavirus outbreak a pandemic on 11 March 2020, international travel practically came to a complete halt in April and May of the same year. A total of 156 destinations had closed their borders by May 2020, representing 80% of the world's international arrivals.

Promoting a positive image

Most national and regional governments want to promote a positive image for a country or region to encourage tourism, which creates economic wealth and employment. This is particularly important for countries that rely heavily on tourism for economic development, such as many of the Caribbean Islands and Pacific Island states. Hosting major sporting events can showcase a country or destination to the rest of the world and lead to increased tourism to the area. France hosted the Rugby World Cup in 2023 and is staging the Olympic Games in 2024, both of which will raise the profile of the country and lead to an increase in international visitors.



The Government of the Cape Verde islands has promoted a positive image of the destination to encourage tourism.

In the UK, the government provides funding for VisitBritain, which promotes the whole of Britain as a destination to tourists from around the world.



Activity 24

Carry out some research into how VisitBritain promotes the UK around the world. Include details of current or recent promotional campaigns it has organised.

This activity will give you practice in completing Section A2

Encouraging employment

Governments throughout the world are keen to attract tourists to provide jobs for local people. As the number of visitors to a destination increases, so the amount spent in the destination will also rise. This extra revenue leads to more business growth which, in turn, results in more employment opportunities.

Employment in travel and tourism can be badly affected by many of the factors discussed in section A1 (see pages 8 to 38). A natural disaster, such as a hurricane or volcanic eruption, will close tourism businesses overnight, resulting in job losses for local people employed in hotels, restaurants, attractions, tour guiding, transport, etc. Terrorist activity in a destination can also discourage people from visiting, with resulting loss of employment. Health-related factors, such as a disease outbreak, can have the same effect on a tourist destination. The Covid-19 pandemic led to millions of travel and tourism workers worldwide losing their jobs or being 'furloughed'. As the industry has rebounded after the pandemic many of these people have been able to return to their jobs.

Governments can play an important role in helping travel and tourism businesses to recover after a natural disaster, terrorist outrage, health pandemic or similar. They can provide financial support

to people who have lost their job through no fault of their own. Governments can also fund training for local people who wish to change roles or advance their careers. Business grants and loans may also be available to help build new infrastructure or renovate damaged premises.

Improving infrastructure

'Infrastructure' is the name given to all the physical systems found in an area, such as roads, railways, airports, ports, telecommunications networks, electricity, water and sewage systems, etc. All of these are needed in a tourist destination to support the travel and tourism industry. For example, tourists use airports, ports, roads and trains to arrive, they need electricity, water and

Did you know?

Construction of a new \$4 billion international airport is underway in Addis Ababa, Ethiopia. The project aims to boost tourism, international trade and the economy of the country. When completed, the airport will be capable of handling 100 million passengers annually.

sewage systems in their accommodation, and rely on phone/data networks to stay in touch with friends, family and colleagues.

Infrastructure in tourist destinations is often badly affected by natural disasters. Earthquakes can demolish roads,

buildings and communication networks, while flooding can devastate whole areas of land and ruin livelihoods. Local people and visiting tourists can be caught up in disasters. Governments must co-ordinate emergency responses to natural disasters and provide finance for rebuilding the damaged infrastructure. In the longer term, there must be investment in projects to reduce the damage caused by natural disasters, such as building tourist accommodation that can withstand earthquakes, installing flood prevention measures and training local people in disaster management.



Infrastructure in low-lying coastal areas can be badly affected by natural disasters.

Introducing or tightening security measures

Given the threat and reality of terrorist attacks and civil unrest across the world, it is understandable that governments implement strict security measures for travellers. Following 9/11, extra security was introduced on aircraft and at airports across the world, while the London bombings led to heightened security at transport hubs across the country. Although such measures can cause extra delays, most travellers are willing to sacrifice a little time in return for a safe and secure journey.

Tourist destinations which experience terrorism or civil unrest must quickly take steps to reduce risks for visitors and local people, by stepping up patrols and checks. People need to be reassured that it is safe to travel to an area or they will choose to go elsewhere. This was the case with the Tunisian resort of Port El Kantaoui near Sousse, where a mass shooting took place in 2015. Thirty-eight people, 30 of whom were British, were killed when a gunman attacked a hotel and nearby beach. Tourism in the whole of Tunisia and North Africa was affected by the attack and is still struggling to return to the situation it was pre-2015.

Extra security at events is now commonplace, whether a football match or a music festival. The suicide bombing at the Ariana Grande concert in Manchester in 2017 showed just how vulnerable an event can be to a potential terrorist attack. Organisers must ensure the safety and security of everybody at an event, which is likely to involve employing extra security staff at additional cost.



Activity 25

Working with a partner, draw up a checklist of what the government of a Caribbean tourist destination should do in order to help tourism recover after a major natural disaster. Identify the range of travel and tourism organisations and partners it should work with in order to achieve success.

This activity will give you practice in completing Section A2

Responses of voluntary organisations to factors

The voluntary sector (sometimes called the 'not-for-profit' or 'third' sector) includes a number of travel and tourism organisations whose main aim is to create social impact rather than making a profit. They vary enormously in their size. At one end of the scale, a small number of like-minded people may set up a beach-cleaning group in their local area. At the other end we have large organisations such as the Youth Hostels Association (YHA) and the National Trust. Some small visitor attractions and transport groups also operate in the voluntary sector, e.g. social enterprises such as a local community zoo and cycle hire projects.

Did you know?

The Travel Foundation is a UK-based charity which works to ensure that tourism has a positive impact on destinations and their communities. It does this through research, advocacy, education, demonstrating good practice and collaborating with a range of tourism stakeholders, such as tour operators and airlines.

Voluntary sector travel and tourism organisations can play an important role in responding to the economic, political, natural, safety/security and health factors discussed in section A1 of this component, including:

- **Promoting sustainability, conservation and protection** – the increased awareness of climate change and threats to the natural environment have meant that voluntary organisations need to explain how tourists and tourism organisations can help to protect the environment by, for example, considering travelling by train rather than flying, not disturbing animals on land and in the sea, buying local produce and goods, behaving responsibly in destinations, etc. The Travel Foundation charity works around the world to maximise the benefits of tourism and minimise its negative impacts.



Activity 26

Carry out some research into the work of the Travel Foundation and create a presentation on its aims, partners and current projects.

This activity will give you practice in completing Section A2



A dolphin conservation project in Greece (courtesy of Responsible Travel).

- **Campaigning for governments to affect change** – many voluntary organisations, such as the National Trust and RSPB (Royal Society for the Protection of Birds), attempt to persuade governments to develop policies which help to protect the natural environment. This may include establishing national parks or reducing pollution in lakes, rivers and coastal waters. The Sustrans and Rambler's charities promote the benefits of cycling and walking in the UK. Travel and tourism business groups, such as ABTA, the Tourism Alliance and CBI (Confederation of British Industry), lobby governments on issues relating to the industry, including tourism taxes, increases in visa fees, second homes in destinations, tourism legislation, etc.

Activity 27

Carry out some research into the work of the Tourism Alliance and create a factsheet on its aims, partners and current campaigns.

This activity will give you practice in completing Section A2

- **Raising awareness of issues** – voluntary organisations may raise concerns about a range of ethical issues, for example low wages paid to travel and tourism staff, exploiting the culture of a destination or cruelty to animals in tourist destinations. They may also highlight environmental problems, such as too many cruise ships visiting destinations like Venice or Dubrovnik, or diving activities which are affecting coral reefs. Anti-tourism pressure groups have been set up in many popular tourist destinations in Europe to highlight the impact of overtourism on local people, for example in Venice, Malaga, Barcelona, Dubrovnik, San Sebastian and Rome.
- **Raising funds** – voluntary organisations can only carry out their work if they have enough money, so fundraising is an important activity. One of the most effective travel and tourism voluntary organisations of recent years, Tourism Concern, was forced to close due to lack of funds. Voluntary sector organisations are nearly always set up as charities and may be funded by grants, donations, legacies, sponsorship, income from sales and entry fees. Most staff are volunteers, although the bigger voluntary organisations will have paid staff as well. Some also receive income from tenants; the National Trust, for example, lets out farms and properties for which it receives an income. In times of hardship in tourist destinations, perhaps following a natural disaster, charities often set up appeals so that people can donate money to help with recovery and rebuilding costs.



The National Trust helps to conserve and protect sensitive areas at Brownsea Island in Dorset.

Section B

Impact of travel and tourism and sustainability



Icebreaker

Section B (pages 50 to 89) is all about the positive and negative impacts that tourism can have on global destinations and how to achieve sustainable tourism. Working by yourself, or in small groups under the direction of your tutor, see how you get on with the following tasks to help you make a start on this section:

- Have a go at coming up with your own definition of ‘sustainable tourism’.
- Make a list of all the positive and negative impacts of tourism in a destination you have visited.
- Name three positive economic impacts of tourism.
- Give three reasons why the government of a country would decide to develop its tourism industry.
- Can you think of ways that holiday companies try to limit the impact they have on resort areas?
- What can you as an individual do to limit your negative impact on a holiday destination?
- Name three negative environmental impacts of tourism.
- Give three positive sociocultural impacts of tourism.

When you’ve finished, show your answers to your tutor and compare them with what others in your class have written.

B1 Possible impacts of tourism

Travel and tourism is one of the world’s biggest industries and its impacts on the destinations that people visit, as well as the people living there, are now widely understood. These impacts can be both positive and negative. In most cases, the economy of popular tourist destinations benefits from spending by visitors and increased employment, but tourism can also threaten the environment, traditional lifestyles and cultures. Furthermore, it has to be accepted that international travel, in particular air travel, has been a major factor in climate change, but at the same time, tourism has also introduced schemes to protect the environment.

Did you know?

Venice has a population of around 260,000 residents, but received more than 5.5 million visitors from all parts of the world in 2019.

The impacts of tourism can be categorised as follows:

1. **Sociocultural impacts** – these are the changes brought about by tourism to the everyday lives of people living in tourist destinations, often referred to as the ‘host community’, and to their values, customs, traditions, arts and way of life.
2. **Economic impacts** – are the direct effects of money being spent by visitors in a tourist destination and the indirect impacts on the local and wider economies and other businesses.
3. **Environmental impacts** – these are the effects of the strain that tourism can place on local land use and natural resources, although some environmental impacts can be positive.

The following sections of this component examine these three categories in detail, using examples to illustrate the balance between the positive and negative impacts of travel and tourism.

Sociocultural impacts of tourism

As tourism to any destination increases over time, the daily lives of the people living in the area are affected more and more. Local people may see many changes happening very quickly, depending on the nature of the destination and its popularity. For example, Spanish resorts, such as Benidorm and Torremolinos, were small fishing ports some 60 years ago, but the rapid rise in package holiday tourism has turned them into major tourist destinations. In the same way, small villages in the Alps have become important winter sports destinations for visitors. Certain areas in the UK, including Cornwall and the Lake District, have seen rapid growth in the number of visitors, with the daily lives of local people often adversely affected. Many people living in a tourist destination will have direct contacts with tourists, perhaps through their work in tourism, while others will have indirect contact with visitors.



Tourists can cause overcrowding in destinations.

Negative sociocultural impacts

Tourism can have a number of negative effects on the lives and cultures of people living in destinations, as discussed in the following sections of this component.

Disruption to everyday life

Many destinations have a peak season when most tourists visit the destination. At these times, traffic congestion is common and local residents find it difficult to travel around, park their vehicles or get to work. For example, many coastal destinations in the UK have major traffic problems over bank holidays and during school holidays. Walking can also be a problem in popular towns and villages with narrow streets, leading to overcrowding. Also, it is often the case that shops will provide more goods for tourists than they will for local people and may increase their prices.

Loss of culture

An area's cultural identity may be diluted or lost altogether as a result of mass tourism development, e.g. religious codes may be altered to adapt to the needs of visitors or local languages may be lost through under-use. All countries and regions have their own culture, based on languages, traditions and religions as well as food and drink. In the UK, for example, Welsh culture is different from Scottish culture and areas such as Kent or Yorkshire have their own local culture and traditions. One of the negative sociocultural impacts of tourism is that local culture may be lost as businesses change to meet the needs of tourists. Tourists may choose to eat foods

with which they are familiar, such as fast foods and burgers, rather than the traditional foods of the destination, and the local population may not be able to celebrate traditional events if they occur in the main tourist season. It is very common to see restaurants in popular Spanish resorts serving British food rather than Spanish meals using local ingredients.

Resentment towards visitors

Tourism development that is poorly-planned and managed can give rise to clashes between visitors and the host community, resulting in antisocial behaviour. This could occur for a number of reasons, such as excessive noise and congestion in resorts or local people resenting the behaviour of tourists. There can be problems in developing countries when western tourists come into close contact with people who have totally different cultures and traditions to their own.

Not every member of a host community in a tourist destination will welcome increased tourism and some may resent the ways in which the area has changed to meet the needs of tourists. It is quite common for local people to be forced to move away from their home area if house prices rise because of increased tourism. This is the case in areas such as Cornwall, Devon, Norfolk and parts of Wales where local people living in popular coastal areas often can't afford to buy property which has been bought by tourists for second homes or short-term rentals.



Many coastal towns and villages in Cornwall have a high proportion of second homes bought by tourists, resulting in unaffordable house prices for local people in many areas.



Activity 28

Find out what is meant by the term 'overtourism' and list **four** global destinations which have suffered from the effects of too many visitors.

This activity will give you practice in completing Section B1

Increased crime

Mass tourism often increases the likelihood of criminal activities in destination areas, including prostitution, illegal gambling, robbery and public disturbances. Many of these would occur anyway, but tourism often accelerates the problem. Some criminals view tourists as 'easy targets.' Tourists may become victims of street crimes such as pickpocketing and some may also be tempted to buy illegal drugs from dealers. Also, irresponsible tourists may drink too much and cause damage to property or become involved in anti-social behaviour in resorts. This is especially the case in destinations which are popular with young people, such as Magaluf in Majorca and Newquay in Cornwall.



Activity 29

Find an online article relating to anti-social behaviour by tourists in a Mediterranean resort. Summarise the key points from the article into a presentation. Suggest what could be done to minimise the impacts of this type of behaviour in tourist destinations.

This activity will give you practice in completing Section B1

Staged authenticity

This where the local culture is used to entertain tourists in a way which can be disrespectful. For example, tourists may take part in traditional dances, play ancient instruments or dress up in local costumes. It is important that visitors are able to experience the true culture of the destinations they visit, but this must be done in a way that respects people and their traditions rather than exploiting them.

Exploitation of the local population

Some tourists are criticised for exploiting the people in the destinations they visit. This may be the case with tours to see indigenous tribes living in rainforests who have had little contact with the outside world. Sex tourism occurs in some destinations, when local people are exploited by tourists from wealthy nations. Local people working in tourism sometimes have to work long and unsociable hours in hotels and visitor attractions. Tourism can even attract organised crime gangs who are responsible for prostitution, drug smuggling and people trafficking.



A native American dancing for tourists is an example of staged authenticity.

Loss of traditional lifestyles

As global tourism has increased in destinations around the world, many local people have chosen to abandon their traditional lifestyles to work in the tourism industry, often moving from farming jobs in rural areas to cities and coastal tourist resorts. In more remote tourist destinations, the indigenous people, particularly the young, sometimes try to copy the dress and actions of the visitors, thereby altering their cultural traditions. This is known as the 'demonstration effect'.

Did you know?

Over the last 50 years, rural areas of Spain have lost nearly one third of their population as people move to coastal areas for better jobs.

Positive sociocultural impacts

There are many ways in which tourism can bring about positive sociocultural impacts in destinations, including:

- **Improved quality of life** – in many cases, increased tourism will bring about an improved quality of life for the host population as income from tourism is invested in the local community. In developed and developing countries, the income from tourism can help people to improve their livelihoods and gain greater social status.
- **Access to facilities** – local people can benefit from new facilities that are provided for tourists, e.g. new attractions, transport services, events, shops, restaurants, etc. Money from tourism can also be invested in services such as education and healthcare.
- **Improved transport** – in most tourist destinations, good transport links are needed from airports to major resorts and this usually results in the building of new roads and an improved public transport system. Better transport services allow tourists to travel outside of the main resorts, which also helps to spread the benefits of tourism to the wider community.
- **Improved essential infrastructure** – in successful destinations, the money received from tourism is used to benefit both the tourism industry and the host population. This money can be used to develop a variety of essential infrastructure for local people, such as airports and roads, better power supplies, improved water quality and sewage treatment, and better telecommunications.
- **Improved cultural awareness** – tourism can be a force for good by encouraging visitors to meet new people and learn about different cultures. Many tourists want to know more about the traditional culture of the destination they are visiting. If tourists can understand and appreciate the local culture, it is more likely that the culture will survive. Today, most tour operators are providing more opportunities for tourists to learn about local culture in the destinations they are visiting. Tourism can also help with the preservation of local customs and crafts, with visitors often buying locally-made handicrafts. It can also lead to the revival of festivals and ceremonies, such as dance, music and theatre.

Did you know?

The 3 countries in Africa with the most efficient transport networks are also popular tourist destinations. These are Mauritius, South Africa and Egypt.



Tourists can learn about different cultures and traditions.



Activity 30

Carry out some research into the positive and negative sociocultural impacts of tourism development in your own local area (or a nearby tourist area).

This activity will give you practice in completing Section B1

Economic impacts of tourism

Although the economic impacts of tourism are generally positive, it can have some negative economic effects, as explained in the following section of this component.

Negative economic impacts

- **Low-paid jobs** – it is true to say that many of the jobs in the global travel and tourism industry are low-paid. Hotel cleaners and restaurant workers, airport baggage handlers and many drivers do not receive high wages. However, it is sometimes the case that local people working in hotels earn more money than they would in traditional jobs such as farming, forestry or fishing. Workers in developing countries may not enjoy the same rights as those in developed nations, such as minimum wages and paid holiday entitlement. Training and career development can help workers to increase their pay and develop rewarding careers in the industry.
- **Seasonal unemployment** – this can be a problem in tourist destinations that are not active all year round, putting extra strain on local and national government resources. Measures to

extend the tourist season not only create extra revenue for businesses, but also increase employment opportunities for local people. Most major destinations have high and low tourist seasons. This means that a number of staff will be laid off when hotels and attractions are less busy and will need to look for alternative work, which may be hard to find.



Hotels may stay open during the off-peak seasons, but reduce their staffing levels.

- **Leakage** – a ‘leakage’ occurs in travel and tourism when money is lost from a destination area. This could be because the hotels and visitor attractions are owned by companies with headquarters in other countries and the profits are taken away from the local area. Also, larger travel and tourism companies buy their goods and services centrally in order to get the best prices. This means that local suppliers are often overlooked when contracts are being allocated. Sustainable tourism aims to keep leakages from destination areas to a minimum by, for example, employing local people and using local produce and suppliers. In the case of all-inclusive holidays organised by major tour operators, most of the cost of the holiday is paid to airlines, hotel chains and other travel organisations. Often, only a small proportion of the total holiday cost will be retained in the destination to benefit the local community.
- **Increased cost of living** – an influx of visitors to a holiday area can push up the prices of goods and services, particularly when demand is high in peak season. This disadvantages local people who may have to pay higher prices for food, drinks, entertainment, transport, events, etc. Extra charges may be levied on the local community to finance facilities and services for visitors. Through their taxes, local people may have to pay for facilities such as tourist information centres and museums, which are primarily for the benefit of tourists. Local people sometimes resent having to pay for the costs of running travel and tourism facilities that they never use. Areas of the country that become particularly popular with tourists may lose their local shops in favour of retail outlets geared specifically to the needs of the visitors, such as gift shops and cafés. This means that local people have to travel further to buy their staple foods, thus increasing their cost of living. Some holiday areas have large numbers of second homes that are only used for short periods of the year by their owners. This is particularly the case in national parks and other countryside and coastal areas of the UK. The demand for

second homes often increases the price of all houses in an area, making it difficult for local people, particularly the young, to buy their first property. Some UK national park authorities are considering imposing restrictions on who can own homes in their areas as a way of improving the affordability of housing for local people.

Positive economic impacts

It is often the positive economic impacts that persuade governments, companies and individuals to get involved with travel and tourism in the first place; the money spent by visitors benefits tourist businesses directly and other individuals and firms indirectly. Thinking of your own local area, there may well be hotels, caravan parks, guesthouses, cafés, restaurants, ice cream parlours or tourist attractions that provide an income for the people who own them and create jobs for local people. The travel and tourism sector has the ability to provide a variety of positive economic impacts, the most important of which are described in the following sections.



Tourists buying produce from local markets can bring about positive economic impacts for the local community.

Employment opportunities and training

Tourism's ability to create jobs is one of the main reasons why governments encourage its development. When compared with creating employment in the manufacturing sector, service sector jobs in tourism are seen as a relatively cheap and easy way of making jobs available, since the associated capital start-up costs are usually much lower. Direct employment in tourism occurs in areas such as hotels, transport operators, airports, ports, travel agencies, visitor attractions, tour guides, government departments and tour operators. Tourism also creates indirect employment in industries not directly associated with the sector, for example in construction, banking, retail, design and transport companies.

The multiplier effect

At local level, revenue generated by tourism development is often vital to the economic well-being of an area and is boosted by an important concept known as the multiplier effect. Research has shown that the amount spent by visitors to an area is re-circulated in the local economy (by, for example, the wages of somebody working in a tourist attraction being spent on goods and services in local shops) and is actually worth more to the area than its face value. For example, £200 spent by a couple on a short break in a hotel, could be worth as much as £200 x 1.4 (the economic multiplier effect for that area), i.e. a total of £280.

The actual value of the multiplier (1.4 in the above example is merely an illustration), varies between regions and different sectors in travel and tourism. The multiplier for, say, a farm guesthouse may well be greater than for a city centre hotel which is part of a large multinational chain. This is because the owners of the farm guesthouse are likely to spend their money locally, buying food and other services for their business, while the goods and services for the large hotel may well be brought in from outside the area as part of a national distribution contract, i.e. income is lost to the area. In economic terms this loss in income is known as a 'leakage' from the local economy.



Fishing is important in many coastal tourist destinations. Catches can be sold to local hotels which provide fish dishes based on authentic, local recipes.

Foreign currency earnings

The travel and tourism industry generates income and wealth for private individuals, local councils, companies, voluntary bodies and national governments – from the modest income earned by a couple running a campsite business to the millions of pounds generated by large travel companies and the billions of pounds earned from tourism by many countries around the world. At international level, the money that tourists spend in a country can make a considerable contribution to its balance of payments, i.e. the flows of money into and out of a country. The USA, for example, earned nearly US\$199 billion from incoming tourism in 2019, the most of any country in the world. Many developing countries are turning to tourism as a way of increasing their foreign currency earnings and using the money they receive from tourism to improve health, education and social facilities.



Activity 31

Carry out some research into the income earned from tourism in **five** countries around the world. Choose one country from each of the following continents – Europe, Asia, Africa, South America and North America.

This activity will give you practice in completing Section B1

Contribution to taxes and gross domestic product

As well as creating jobs, the travel and tourism industry generates revenue for individual companies and governments, for example via taxes and passenger levies, such as the UK Air Passenger Duty (APD). As well as receiving direct income from visitors, governments also benefit from tax payments made by tourism businesses and tourists themselves, e.g. hotel, aircraft and border taxes.

Did you know?

The Caribbean island of Grenada earned around \$231 million from international tourism in 2021, corresponding to approximately 18.4% of total GDP.

The money that is generated by travel and tourism contributes to a country's overall output of goods and services, known as its gross domestic product (GDP). Tourism directly contributes approximately 4% to the UK's GDP, but this figure rises to around 9% when indirect economic activity further down the supply chain is included. Countries which rely heavily on tourism have a much higher proportion of their GDP coming from tourism revenue. In the Maldives, for example, tourism has the highest share of any industry sector at more than 21% of total GDP.



Activity 32

Carry out some research into the economic importance of tourism to the island of Jamaica.

This activity will give you practice in completing Section B1

Environmental impacts of tourism

Issues concerning the environment are high on the agenda of tourists and the travel and tourism industry. Governments and the public are concerned about issues such as climate change, global warming, the conservation of rain forests, pollution by plastics and the use of fossil fuels. Today's tourists are more aware of the impact they can have on destinations and are anxious to reduce their carbon footprint as much as possible.

Tourism can have a positive impact on the environment, but it can also impact negatively unless properly managed. On a global scale, tourism can have harmful effects on fragile habitats, such as sand dunes, coral reefs, rainforests and mountain areas. In Britain, the coast, countryside, towns and cities all suffer from the pressures of increasing numbers of visitors and their transport.

Negative environmental impacts

In the UK, the negative environmental impacts of tourism are not confined to countryside areas, but are also found in cities and on the coast. Negative impacts in the countryside are most acute in the national parks, which together accommodate over 100 million visits per year. Parks close to urban centres come under particular pressure, for example the Peak District, South Downs and Lake District National Parks. Tourism's harmful effects on the urban environment affect many historic destinations that are popular with tourists, such as York, Bath, Chester, Cambridge, Stratford-upon-Avon and Oxford, as well as our capital cities – Cardiff, London, Belfast and Edinburgh. Congestion, pollution and litter are three of the most common problems concerning tourism in the urban environment. On the coast, sensitive areas such as sand dunes and estuaries can be harmed by tourist pressure, while popular seaside resorts, such as Llandudno, Torquay and Newquay, have to deal with a huge influx of visitors for a relatively short period of time, plus all that they bring with them. In areas of the country that are prone to drought, water supply can be a problem in the peak tourist season, while sewage disposal is a constant challenge to local authorities.

Some of the most common environmental problems resulting from the growth in travel and tourism include:

- **Threats to wildlife** – the development of hotels, visitor attractions and transport infrastructure can have a negative impact on plant and animal species in an area. Some of these may even be threatened with extinction in extreme cases. Animals and plants may lose their habitats and be forced to migrate to less-developed areas. This is the case on the beaches in many Mediterranean resorts where loggerhead turtles lay their eggs and come into conflict with tourists.
- **Increased pollution** – as destinations become more crowded, various types of pollution may become a problem. Water pollution can be caused by increased sewage and waste water being produced, polluting the sea, rivers and beaches. Air pollution can be caused by road traffic and emissions from hotels, laundries and other tourist facilities. Noise and light pollution may also be created by streetlighting and sounds from night clubs, bars, festivals and other entertainment venues.
- **Overcrowding and traffic congestion** – in popular holiday areas we all see the effects of too many people and too many cars, particularly in peak season.
- **Reduced biodiversity and environmental degradation** – the quality of the natural environment is likely to be reduced if tourist areas are used by too many people. Over time, there may be a loss of biodiversity, i.e. a smaller range of plants and animals found in the destination. Also, travel and tourism contributes to climate change which itself threatens plant and animal species, particularly in areas of extreme temperatures and drought.
- **Erosion** – this is the wearing away of soil, rock and vegetation by walkers, horse-riders, cyclists, cars, 4x4s, quad bikes and motorcycles, etc. Footpaths, riverbanks, sand dunes and lake shores can all be eroded through overuse by visitors.

Did you know?

Thailand's Maya Bay beach, which featured in the Leonardo DiCaprio film *The Beach*, became so overcrowded that it was closed to visitors in 2018. It reopened in 2022 with a strict limit on the number of tourists allowed at any one time.



Tourist accommodation which does not blend in with the natural landscape is a negative environmental impact of tourism.

Positive environmental impacts

Although the travel and tourism industry is sometimes criticised for damaging the environment, it can often be a positive force for environmental change. Pressure groups, such as the Travel Foundation and Friends of the Earth, campaign for sustainable tourism development in global destinations that is respectful of local people, their environment and culture. Closer to home, tourism development can lead to the improvement of derelict land and waterways, the restoration of redundant buildings, landscaping and environmental improvements linked to schemes such as the Britain in Bloom campaign, co-ordinated by the Royal Horticultural Society.

Increased awareness of the negative environmental impacts has led to a range of measures which have brought about positive environmental impacts in many tourism destinations. These include:

- **Conservation** – the very fact that tourists come to an area can stimulate activities to conserve the environment for them to see and experience. There is a growing acceptance in many developing countries that it makes good economic sense to conserve the wildlife and natural areas that visitors pay money to see. For example, strategies to protect the coral reefs which are found in tropical seas have been developed in recent years. Likewise, countries in Africa which specialise in safari tourism invest in measures to protect endangered animals such as elephants and zebras. There are different names used throughout the world for sensitive areas in which plants and animals are protected and tourism is carefully managed. These include forest parks, country parks, state parks and areas of outstanding natural beauty. These areas are protected from development, but a range of tourist activities which only have a low impact on the environment are encouraged, for example walking, mountain-biking and water-based activities. National parks, which are the areas with the highest level of environmental protection, are now found throughout the world.



Tourism can help to conserve rare animals that tourists want to see.

Did you know?
 There are more than 500 national parks in Europe helping to conserve nature and the environment.

- **Environmental education** – tourism plays an important role in environmental education by exposing visitors to damaging activities, e.g. the destruction of coral reefs, loss of habitats, reduced biodiversity and forest clearance. There are many organisations which help to educate tourists about the need to protect the environment. Many national parks and other protected areas provide visitor centres where tourists can learn more about the plants and

animals which live in the area and need protection. Tour operators promote excursions to environmental attractions, such as turtle farms and seal sanctuaries, where tourists can learn about the important work being carried out to conserve species. Many airlines support environmental programmes and provide information through their websites.



Information boards can be used to educate tourists about the need for environmental protection.

- **Urban regeneration** – in some coastal areas bordering the Mediterranean Sea, tourism growth occurred rapidly from the 1960s onwards. At the time there were few planning controls and within a few years a string of large hotels were built alongside the beaches. In most destinations throughout the world, tourism development and growth in urban areas is now more carefully managed. Open spaces have been provided, while wide esplanades separate hotels from the beaches and street furniture and lighting have been improved. Increasingly, modern hotels are low-rise rather than the multi-storey buildings which were constructed when mass tourism began.



Many coastal resorts in Spain have been redeveloped with open spaces, esplanades and improved street furniture.



Activity 33

Carry out some research into **one** UK and **one** European tourist destination that have invested in new public facilities for tourists in the last five years.

This activity will give you practice in completing Section B1



Activity 34

Carry out some research into the positive and negative environmental impacts of tourism development in your own local area (or a nearby tourist area).

This activity will give you practice in completing Section B1

B2 Sustainable tourism

People are generally becoming conscious of living in a more sustainable way by using resources more carefully and guarding against the threat of climate change. As in other industries, travel and tourism organisations have become aware that they must adopt a more sustainable approach in the way they operate. Transport, especially cruise ships and aircraft, create high levels of pollution and these companies are working hard to introduce new types of fuel to reduce their emissions. Hotels and other types of accommodation have been encouraging their guests to use less energy for a number of years. Tour operators have become aware that customers are more interested in sustainability and have adopted new practices such as creating rail-based holidays and not printing brochures in order to reduce waste.



Activity 35

Investigate the sustainability policies and practices of **one** major airline, such as British Airways or easyJet, and **one** major tour operator, such as TUI or Jet2 Holidays.

This activity will give you practice in completing Section B2

What is sustainable tourism?

Sustainable tourism is all about developing tourism that does the least harm and provides the greatest benefit for destinations, tourists and the travel and tourism sector in the long-term. There are many different terms used to describe sustainable tourism – responsible tourism, green tourism, alternative tourism, ethical tourism, ecotourism, fair-trade tourism, slow tourism, soft tourism – but they all refer to the same type of tourism that is respectful of the environment and cultures of destinations and the people who live there (the host community).

There is no single definition of sustainable tourism, but all definitions relate to the need to reduce the negative impacts of tourism and increase its positive effects. It is all about conserving the natural and cultural resources of tourism destinations for continuous use in the future, while still bringing benefits to the present society. The World Tourism Organisation (UNWTO), the leading global body on tourism matters, defines sustainable tourism as:

'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'.

Sustainable tourism principles apply to all forms of tourism in all types of destinations, including mass tourism and specialist tourism sectors. A suitable balance must be struck between the environmental, economic and sociocultural aspects of tourism development to guarantee the long-term sustainability of the industry and tourist destinations.

Did you know?

A new trend known as 'slow tourism' is growing in popularity. Tourists take time to explore the culture and environment of an area and use more sustainable forms of transport, such as travelling by train and cycling.

Travel and tourism organisations are responding to the growing interest in sustainable tourism by creating holidays and other travel products that minimise the negative and maximise the positive impacts of tourism. This includes a number of activities, such as:

1. Employing local people for jobs in tourism
2. Developing holidays that don't damage the local environment
3. Involving local communities in decisions about tourism development
4. Supporting local businesses that supply products and services
5. Using local food and drink
6. Developing holidays that support local cultures and languages
7. Reducing waste and energy use through recycling
8. Contributing to conservation projects in tourist destinations

An increasing number of holiday companies are following these responsible tourism principles when developing their products.

The aims of sustainable tourism

The main aim of sustainable tourism is to increase the benefits and to reduce the negative impacts caused by tourism in destinations. This can be achieved by:

1. Protecting natural environments, wildlife and natural resources when developing and managing tourism activities.
2. Providing authentic tourist experiences that celebrate and conserve heritage and culture.
3. Creating economic benefits for communities through employment and income-earning opportunities.

We will discuss each of these in greater detail in the following sections of this component.



Activity 36

Carry out some research into how the resorts of Bournemouth, Christchurch and Poole are working to follow the principles of sustainable tourism. Make notes on your findings.

This activity will give you practice in completing Section B2

Protecting natural environments, wildlife and natural resources

The beauty of the natural environment is often what attracts tourists to a destination in the first place, so putting in place measures to protect it makes sense for all those with an interest in tourism development. This could be a pristine beach on a Caribbean island, mountains in the Alps, sand dunes in California, endangered wildlife, coral reefs off the Australian coast or a secluded river in the highlands of Scotland.



In Zion Canyon National Park in the USA, electric shuttle buses are used to bring visitors into the park to help minimise their impact on the environment.

Providing authentic tourist experiences

Many tourists like to immerse themselves in the culture of the destination they are visiting to gain maximum enjoyment from their visit. This could be watching a Flamenco dancing performance in Spain, enjoying meals made with local produce in Greece or learning a language while on holiday. We saw earlier (see page 53) that the local culture in a destination can be used to entertain tourists in a way which can be disrespectful of their culture by, for example, tourists dressing up in local costumes. It is important that visitors are able to experience the true culture of the destinations they visit, but this must be done in a way that respects people and their traditions rather than exploiting them.



Boardwalks and information boards help with the sustainability of sensitive destinations such as the Everglades in Florida.

Creating economic benefits for communities

To be truly sustainable in the long term, tourism must benefit the local people living in destinations economically by, for example, providing jobs and opportunities to earn an income. If we take the example of a small self-catering holiday complex on a Greek island, local people will be employed directly in areas such as housekeeping, hospitality, childcare, gardening, maintenance, etc. Other local businesses will also benefit from tourism, for example local builders, restaurants, activity holiday companies, shops, taxi firms, etc. During the Covid-19 pandemic, when tourist activity all but stopped right across the world, it quickly became apparent just how important tourism was to so many destinations and the people who live in them.

Did you know?

Kasbah du Toubkal is a Moroccan tourist retreat that puts sustainability at the heart of everything that it does. Located high in the Atlas Mountains, the Kasbah's benefits to the local community are wide ranging. All building work is carried out by local people and staff working in the retreat are recruited locally. Mule transport, which is a significant service for visitors, is distributed around more than 100 local muleteers. In addition, meat and vegetables are bought locally, as are most services. Extensive training is carried out to ensure the highest standards of customer service and attention to detail for guests.

B3 Managing sociocultural impacts

As awareness of the negative impacts of tourism has grown, so an understanding of how these impacts can be managed and minimised is gaining pace. It is not possible to completely eliminate all of the negative impacts of tourism. However, there is now a drive to manage tourist activity in a more sustainable way so that all of the stakeholders, whether it be the host communities, visitors or travel and tourism businesses, benefit without causing widespread damage to the culture and traditions of destinations.

Did you know?

ABTA has a programme called *Travelife* that recognises accommodation providers who have improved their social, environmental and economic impacts.

Educating visitors

Education plays a vital role in helping to reduce the negative sociocultural impacts of tourism in destinations, particularly in developing nations. Governments and travel and tourism businesses understand that they have a responsibility to inform and educate visitors about reducing negative impacts on local communities and their cultures when visiting destinations. This can be achieved in a number of ways, such as:

- **Behaving and dressing appropriately** – people living in tourist destinations can sometimes be offended by the way that visitors behave and how they dress. Mass tourism, where thousands of visitors descend on a destination over a short period of time, can fuel bad behaviour among tourists, for example excessive alcohol consumption leading to rowdy scenes and sometimes violent altercations. In 2023, a boating company on the Norfolk Broads banned

tourists from drinking alcohol on its vessels after incidents of anti-social behaviour, including abuse to staff, excessive noise and damage to boats.

➤ **Showing respect for traditions and religions** – visitors should always remember that they are guests when they visit a destination, showing respect to local people at all times. Muslim destinations have very different laws and customs compared to the UK, with strict rules on how to dress in public places, appropriate behaviour that doesn't offend the local people and alcohol consumption.

➤ **Avoiding conflict** – bad behaviour in tourist destinations can sometimes lead to conflict with locals and other visitors. Officials in Amsterdam launched a campaign in 2023 to discourage 'party tourism' and the rowdy behaviour associated with it. The online advertising campaign, initially targeted at British men aged between 18 and 35, features a series of short videos showing what happens when nights out go wrong. Some resorts in Mediterranean destinations use tourist police to keep order and reduce conflict.

➤ **Making donations** – tourists can be encouraged to donate money to environmental and social projects which benefit local people – this is preferable to giving money directly to local people which can sometimes lead to begging. Some airlines collect donations from passengers on their return flight, giving them the chance to make good use of any spare foreign currency they might have. Donations are especially welcome after natural disasters in tourist destinations, helping to rebuild infrastructure and restore livelihoods.

Did you know?

Dubai, in the United Arab Emirates (UAE), has very different laws and customs to those in the UK. Tourists are advised to be aware of their actions to ensure that they don't offend, especially during the holy month of Ramadan or when visiting religious sites. Women must dress modestly in public areas and swimwear must only be worn on beaches and at swimming pools.



Tourist guides can educate visitors about the local culture of a destination.



Activity 37

Visit the travel advice section of the Foreign, Commonwealth and Development Office (FCDO) website and make notes on its behaviour and dress code recommendations for UK visitors to Jordan and Ethiopia.

This activity will give you practice in completing Section B3

Improvements to transport and infrastructure

Growth in tourism to a destination can stimulate the building of essential infrastructure, such as roads, airports, ports, water supply systems, drainage and telecommunication networks, plus improvements to transport services. All of these are needed in a tourist destination to support a successful travel and tourism industry, and the investments benefit local people as well as visitors.

The growth in digital communications means that tourists expect to be able to use their smartphones and other devices wherever they visit in order to keep in touch with friends or make contact with work. The trend in working from home (WFH), which became popular during the Covid-19 pandemic, has continued for many people with office-based jobs. As well as reducing travel for work, with an impact on commuter train services in some parts of the UK, it has meant that people can, in theory, work from home anywhere in the world, subject to a reliable internet connection.

This has led to the growth in the number of so-called 'digital nomads' who work in far-flung locations around the world. Some countries have seen this trend as an opportunity to attract business tourists, who will contribute to local economies in tourism destinations.



Investment in transport infrastructure benefits local people as well as international visitors (Courtesy of Dubai Airports).



Activity 38

Carry out some research into one country which welcomes 'digital nomads' and explain the incentives, services and facilities they offer this type of tourist.

This activity will give you practice in completing Section B3

Local community involvement

Increasingly, local people are being involved in decisions about whether or not tourism projects should go ahead and, if they do, how they should be developed so as not to have negative impacts on local people, their culture and the environment. In developed nations, there are systems in place for local people to raise objections and have an input into the tourism development process. In developing nations, the same 'checks and balances' are not always in place, with some developments being forced on local communities without their consent, e.g. the building of new resort complexes and land purchases for hotel developments. This often leads to resentment against the developers and can result in conflicts between local people and visitors. Sustainable tourism is successful if local communities are involved in any new developments at an early stage and their views and suggestions are taken on board.

Some tourism developments lend themselves to local people taking a share in the ownership and management of the project, thereby ensuring that a proportion of the revenue generated from visiting tourists is retained locally and used for community services such as healthcare and education. This is particularly common in developing nations in Africa and South America.

Did you know?

Il N'gvesi Community Lodge in Kenya is regarded as a model of sustainable tourism in the accommodation sector. It is a community-owned lodge run by the Laikipiak Maasai community, which numbers around 6,000 people. All profits from the lodge go back to the local community and are used to fund schools, water supplies, health services and cattle dips. The lodge was built using local materials, has solar power and is supplied with water from a nearby natural spring. The community lodge is the first in Kenya to be entrusted with the protection of rhinos.

Visitor taxes

Taxes on visitors are a simple way of generating income which can be used for local community projects, thereby helping to offset the negative socioeconomic impacts of tourism. All tourists visiting a destination pay taxes – but they may not always realise it! Many taxes are levied on local people and tourists alike, such as VAT on restaurant bills, taxes on petrol/diesel fuel, charges for driving on motorways, tolls for bridges, sales taxes in shops, etc. These are *indirect* taxes on tourists. *Direct* tourist taxes, on the other hand, are specifically aimed at visitors and include:

- **Accommodation taxes** – many cities, towns and rural regions in Europe and around the world charge a tourist tax on all visitors who stay overnight, whether they are staying in a hotel, B&B establishment, apartment, campsite, etc.

- **Taxes on flying** – some governments charge passengers a tax when they fly, with the amount paid varying according to the length of the journey. Air Passenger Duty (APD) was first introduced by the UK government in 2004 as a way of helping to reduce the growth of air travel and its environmental impacts, as well as generating extra tax revenue for the government. APD was doubled on 1 February 2007 and has proved very controversial, since many people consider that it is more concerned with increasing tax revenues for the government than actually influencing people's air travel habits.
- **Departure taxes** – some countries levy a fee on departing tourists. For example, Ireland West Airport in County Mayo charges all passengers aged 12 and over a 'development fee' (currently 10 Euros). This is a fee which the airport charges for the use of its facilities and as a contribution towards local infrastructure developments.
- **Development taxes** – some governments also charge visitors a fee to enter the country in order to control the number of tourists. The Himalayan Kingdom of Bhutan, for example, charges visitors a tourist fee for every day spent in the country, which includes a sustainable development levy that is used to fund social development programmes in the country. In the Galapagos Islands, there is an entry fee (currently \$100 per person) which is used to protect the unique environment as well as supporting community infrastructure.
- **City taxes** – these are steadily being introduced in the most popular tourist destinations as a way of reducing visitor numbers at peak times and investing money into the tourism infrastructure. Examples include Amsterdam, Barcelona, Rome and Venice. Manchester was the first city in the UK to introduce a tourist tax in April 2023. Overnight guests in city centre hotels or holiday apartments are charged £1 per night per room as part of a scheme which officials hope will raise £3 million per year. Cities such as Edinburgh, Liverpool and Bath are considering the introduction of these taxes and are closely following developments in Manchester.
- **Visas** – governments issue visas as a way of controlling entry to their country. There is usually a fee for a visa, so they are also a source of revenue for the government.

Did you know?

All foreign nationals arriving in Bali from 14 February 2024 are required to pay a fixed fee of IDR150,000 (\$10). Payment counters are being set up at the airport for payment in cash or by credit card. Funds raised by the Bali tourism fee will go towards environmental and tourism infrastructure projects.

- **Visa waiver fees** – some countries operate a visa waiver scheme, whereby visitors must sign up and pay a fee before they visit instead of buying a visa. The ESTA scheme in the USA has been running since 2009, while the European Union (EU) is planning to implement a visa waiver programme, named ETIAS, which will be similar to the US system. This is scheduled to be introduced in 2024. Before they travel to the EU, UK tourists will be required to apply online and pay for the ETIAS, which will be valid for three years.
- **National park fees** – visitors to some national parts around the world must pay an entry fee, which is used to improve facilities for visitors and expand recreation opportunities. For example, there are currently 109 fee-charging national parks in the USA, including Yosemite and Yellowstone National Parks.



Activity 39

Carry out some research into three European cities that levy a tax on tourists. Compile a factsheet with details of how the tax operates, its current cost and what the tax revenue is used for.

This activity will give you practice in completing Section B3

B4 Managing economic impacts

Providing employment and training

The travel and tourism industry is a major employer across the world. Sometimes called 'the world's biggest industry', global employment in travel and tourism was estimated at 334 million in 2019 (World Travel and Tourism Council data), while tourism employs some 1.7 million people directly in the United Kingdom, according to figures from the Department for Digital, Culture, Media and Sport (DCMS). In the European Union (EU), more than 12 million people work in travel and tourism. Jobs in tourism can help with economic development in both developed and developing nations.



At the Big Pit visitor attraction in South Wales, former miners lead underground tours explaining how the mine used to operate.

One of the most cost-effective ways of maximising tourism's economic impacts is to invest in education and training of local people for employment in tourism, for example in hotels and other accommodation, tourist attractions, tour guiding, hospitality, transport, etc. Education and training of local people not only helps destinations to retain more tourism revenue in the area, but also

provides visitors with higher standards of service, thereby contributing towards more repeat business and a sustainable tourism industry.

Education and training also helps career development in the industry, encouraging workers to progress into higher-paid jobs. As an example, a young Jamaican person may get their first job as a housekeeping assistant in a Caribbean island hotel soon after leaving school. With hard work, commitment, training and the right attitude, this person could be promoted to a more senior role in the housekeeping department or transfer to a customer-facing role with the reception team. Further training could result in a supervisory appointment, where they would be responsible for other staff. This could lead to a management job, with control of staff and perhaps financial aspects of the business. Through each stage of career development the member of staff would be expected to earn higher wages or salary.

Employment in travel and tourism is either direct or indirect. Direct employment includes jobs in accommodation, tourist boards, travel agencies, visitor attractions, tour operators, airlines, etc. Indirect employment is also important, in jobs such as hotel construction, tourism administration, insurance, passport control, food supply, etc. Many jobs in travel and tourism are seasonal, but factors such as the growth in activity holidays – which are not so dependent on good weather – and the ageing of the population – resulting in larger numbers of tourists who are flexible about when they can travel – are leading to longer seasons for travel and tourism companies.

Supporting local communities

Tourists can be encouraged to help the economy of the destinations they are visiting by buying produce, craft items, souvenirs, experiences and food produced by local people and businesses. This keeps money circulating in the local economy via the multiplier effect (see page 58). Visitors often enjoy visiting local markets while on holiday and learning about traditional crafts, skills and products. Sampling local food and drink also gives tourists the chance to experience local ingredients and recipes, while helping to retain spending in the local economy.



Tourism provides employment opportunities for local people (Courtesy of Accor Hotels).

All-inclusive holidays, where all food, drinks, entertainment and accommodation are provided for a single price, have grown in popularity in recent years since holidaymakers know exactly what their holiday will cost in advance. All-inclusive hotels have been criticised for not benefiting the communities in which they are built, since guests may rarely leave the hotel complex to spend money in restaurants or bars and may never use local services.

Destination managers should aim to keep as much as possible of the money from tourism in the local area by keeping 'leakages' to a minimum, i.e. the money that leaves the local economy to pay for supplies bought outside the area, to pay shareholders or staff who may not live locally, etc. This can be achieved by drawing up tourism development plans that make maximum use of local produce and suppliers, involve local communities in making decisions about tourism and employ local people whenever possible.

Did you know?

ATG is an independent tour operator specialising in walking holidays worldwide. Founded in 1979, its objectives are to 'give something back' by undertaking conservation projects in the areas visited, and to involve clients, suppliers, local communities and staff in the process of responsible tourism. With its 'buy local' policy, 65 per cent of receipts are spent in the locations visited. The company has also invested in local hotels – money that has enabled vital improvements, ensuring their continuation and hence job and wealth creation.

Using local transport also provides employment and income for the host community in tourist destinations. This could be travelling by bus in rural Spain, taking a local taxi in Turkey, travelling by train in France or hiring a bicycle from a local business in Germany. Using local transport, rather than travelling in a coach organised by a tour operator, allows visitors to mix with local people and contribute more to the economy of an area.



Activity 40

Using the Algarve in Portugal as an example, carry out some research into the costs of using local, public transport versus hiring a car for travelling east along the coast from Faro.

This activity will give you practice in completing Section B4

Government regulation

All tourism development is, to a greater or lesser extent, regulated by a country's national and local governments, for example the building of a new hotel or extension of an existing property, the creation of an all-inclusive resort, the opening of a new built visitor attraction, the development of a new airport or the building of a new cruise terminal. Regulation is in place to make sure that any development is in line with a government's policies and priorities, as well as ensuring that the local community benefits and is not adversely affected. Governments sometimes restrict the

number of foreign-owned tourist developments and foreign staff employed in destinations, in order to support local businesses and people.

Did you know?

The local government on the Spanish island of Majorca passed new laws in 2022 to create a more sustainable tourism industry. All tourism businesses must draw up a plan for energy, waste, water, land use, food and mobility, as well as offering a percentage of local produce, livestock or fishing products in their establishments. The new law also bans the building of new tourist accommodation for the next four years.

It is sometimes the case that tourists are charged a higher price than local people for goods or services in a destination, which can lead to resentment. One of the most famous places for this is Venice, where the city's two-tier charging system became so extreme that a complaint was made to the European Commission – the complaint was rejected. In the UK, some visitor attractions offer a discounted entry fee (or even free entry) to local people. This can stimulate more visitors, who will spend money on ancillary products and services while on site, e.g. in cafés, restaurants and shops. Higher prices for tourists could be seen as a way of helping local people by 'giving something back' to the local community in tourist destinations.

Increasing and retaining visitor spending

Most travel and tourism organisations operate as commercial businesses whose primary aim is to maximise their income and profits. So, increasing and retaining visitor spending is an important aspect of their work. Tourism destinations, also, should try to make sure that spending by tourists is retained within the area and does not leak out of the local economy, thereby increasing employment and contributing to the economy.

Increasing and retaining visitor spending is relatively easy in all-inclusive hotel complexes and purpose-built resorts such as Disneyland and Center Parcs. Such organisations offer a wide range of amenities for their visitors, including shops, catering, entertainment and leisure facilities provided to meet customers' needs. Since many guests are staying in accommodation in the resort, virtually all of the money they spend is retained. However, it could be argued that much of this money finds its way into the income of the organisations concerned and may not reach the local economy, except through the employment of local people and use of local suppliers.

Did you know?

The tour operator TUI offers a range of excursions in its holiday destinations. In Benidorm, for example, guests can visit a local winery, spend time at a chocolate museum or take a boat trip, all of which benefit the local economy.

There are a number of techniques that travel and tourism organisations and destinations can use to increase and retain visitor spending, including:

There are a number of techniques that travel and tourism organisations and destinations can use to increase and retain visitor spending, including:

- **Encouraging overnight stays** – tourists who stay overnight in a destination usually spend more than day visitors, so it makes financial sense to encourage more overnight stays. A hotel, for example, may offer a free overnight stay on a Sunday (normally the quietest night for guests) for anybody staying for 2 nights. Although the establishment loses the accommodation income, they are filling a room which would otherwise be empty, plus making extra income

from breakfasts, other meals, drinks and services. Some destinations specialise in conferences and conventions, which attract business tourists who often stay in local accommodation, use local transport and eat out in restaurants.



Disney is able to retain much of the visitors' spending within its resorts.

- **Promoting longer breaks** – staying longer in a tourist destination leads to extra spending, for example on accommodation, transport, eating out and visiting attractions. Tourist boards often work with hotels and other accommodation providers on marketing campaigns to encourage visitors to stay for longer, thereby increasing the economic value of tourism to an area. They may offer a discount for longer stays, for example a tour operator offering 3 weeks for the price of 2 on package holidays to Spain. Many destinations are keen to extend their tourist season in order to spread the economic benefits of tourism over a longer period. An area such as Cornwall, for example, will be very busy in the peak summer months, but have far fewer visitors out of season. Promotional campaigns to target people who can visit the area in spring and autumn, for example retired people and those interested in walking, cycling, birdwatching, etc., can generate extra income for tourism businesses at times when they would normally be quiet.
- **Introducing local currency schemes** – some towns have introduced these to keep more visitor spending in the local area. The idea is that the currency can only be used in local businesses, so that they gain maximum benefit from any spending by visitors. Lewes in East Sussex has introduced the *Lewes Pound*, which helps local people to support independent traders, producers and suppliers, as well as encouraging tourists to visit the town. These types of schemes are based on the simple principle that most money spent locally stays local, whereas most money spent in chain stores leaves the area and takes money away from local communities.



Activity 41

Carry out some research into the history and aims of the *Totnes Pound*, which was introduced in 2007.

This activity will give you practice in completing Section B4

B5 Managing environmental impacts

The negative environmental impacts of tourism discussed in section B1 (see page 50) must be carefully managed in order to ensure that habitats are not destroyed by visitors and that destinations remain sustainable. Organisations responsible for managing tourist destinations, plus travel and tourism companies, use a variety of techniques to control visitors and regulate tourism development, as we discuss in the following sections of this component.

Visitor management

Very popular tourist destinations and visitor attractions can become overcrowded at certain times, to the detriment of both visitors and the local population. This can lead to overtourism, i.e. too many tourists in a confined area, with negative impacts on the environment and host population. This has been experienced in recent years in European cities like Amsterdam, Barcelona, Bruges and Venice. In the UK, towns such as St. Ives and Newquay in Cornwall, Ambleside and Windermere in the Lake District and Brighton on the south coast, have all experienced overtourism at peak times. Visitor attractions, including national parks, can also become overcrowded.

Restricting visitor numbers

The most effective way of reducing the impact of tourism on the environment is to restrict visitor numbers. Countries with very sensitive environments, such as the Galapagos Islands, Antarctica and Bhutan in the Himalayas, limit the number of visitors to reduce impacts on the environment. In 1974, legislation was passed to limit the number of visitors to the remote Galapagos Islands to 40,000 per year, but in recent years the annual total has been more than 250,000. In Antarctica, tour operator members of the International Association of Antarctic Tour Operators (IAATO) have introduced a voluntary code of practice, which includes limiting the visitors on any one site to no more than 100 and restricting how close tourists may approach a penguin colony. However, there is evidence to suggest that this voluntary code has been widely ignored and there are reports of some penguin colonies being visited by three cruise ship parties per day, causing a change in the animals' behaviour.



A permit is needed to visit wilderness areas in Yosemite National Park.

Access to national parks in the UK is unrestricted because most of the land is privately owned and communities live within the national park boundaries. However, in other countries whose national parks are state run, it is possible to close all or some of the access points to protected areas so that virtually no tourism takes place. In France, there are certain sensitive areas in national parks which tourists are not allowed to visit.

Recognising the need to protect and manage the most spectacular landscapes and physical features of the planet is not a new idea. It was the desire to set aside wilderness areas, where people could enjoy spectacular scenery while protecting landscapes, plants and animals for future generations, which led to the establishment of the world's first national park, Yellowstone in the USA, more than 140 years ago. Even earlier, plans had been made to create another National Park in the Yosemite Valley in California.

Controlling the movement of visitors

Zoning is used widely in a range of sensitive and other destinations as a visitor management tool as well as a strategy for protecting their special qualities. Many beaches, for example, are zoned to allow different activities to take place at the same time, without one type of activity interfering with others. Popular beaches in many destinations often have a supervised bathing zone patrolled by lifeguards; there may also be a surfing zone and areas where sailing craft, jet-skis, water-skis, etc. can be used. Also, there may be some areas of the beach where dogs are prohibited. Clearly, this strategy is likely to enhance the safety of the beach for tourists enjoying the range of activities available.

The shores of many lakes used for tourism and recreational activities are also zoned, partly to separate the various users of the lake and shore, and partly to protect sensitive ecological areas. One example of this approach can be seen at Llangorse Lake, a popular attraction in the Brecon Beacons National Park. The lake and shore area are divided into a number of zones where various types of water-based activity can take place. Permanent summer and winter exclusion zones are also identified. These must be avoided, particularly when waterfowl are breeding. This zoning strategy allows for a range of water-based activities to take place while at the same time protecting the ecology of the lake and shore.

Direction of flow

Very popular cultural attractions, such as Machu Picchu in Peru, the pyramids in Egypt, the Taj Mahal and the Amritsar Golden Temple in India, have introduced measures to control the flow of visitors, in order to limit congestion on site. In theme parks and other large visitor attractions, queuing and one-way systems are used to ease congestion and provide a better experience for visitors. Museums and historic houses use glass cases and barriers to protect fragile exhibits. Large events employ security staff and erect barriers to direct visitors and channel people in a safe and efficient manner.

Issuing visas and permits

Visas are an essential part of monitoring and controlling the movement between countries. People visiting the UK from certain countries are required to obtain a visa in advance of them arriving here. Similarly, British people may have to apply for a visa before travelling to some countries abroad.



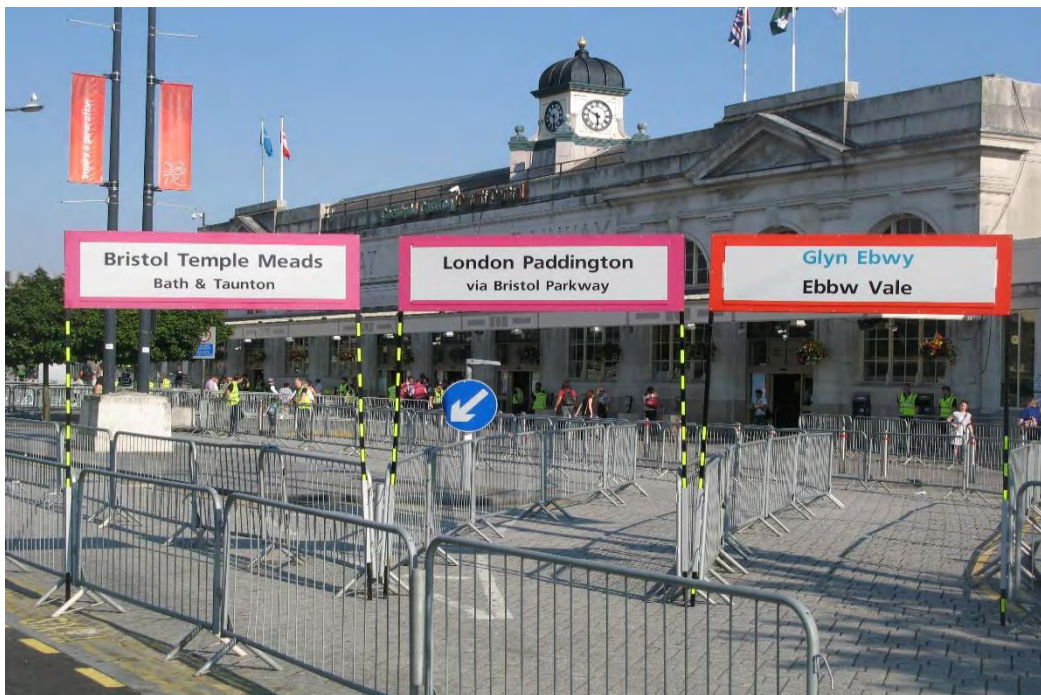
Activity 42

Carry out some research into the current visa requirements for UK tourists visiting Brazil, Japan, Cambodia and Australia.

This activity will give you practice in completing Section B5

National parks and other protected areas throughout the world have introduced a range of measures to manage visitor impacts. In some cases, a restriction on the number of visitors has been introduced with permits being issued to those wishing to visit the most sensitive areas. The United States National Park Service operates permit systems in many of its national parks to control access.

Permits are often issued in countries which specialise in safari tourism to limit tourist numbers and minimise disturbance to wild animals. The Maasai Mara Reserve in Kenya, for example, charges overseas visitors and Kenyan residents a fee for a permit to enter.



Visitor management at Cardiff station next to the Millennium Stadium involves a queuing system for trains departing to different destinations after events.

Traffic and transport management

One of the major factors responsible for the growth of travel and tourism over the last 50 years has been the increase in personal mobility through car ownership. The rapid rise in the number of cars has allowed more people to visit tourist destinations more easily. Certain areas, such as popular national parks and coastal resorts, can become choked with traffic and visitors at peak times. Organisations responsible for tourism in these destinations are obliged to develop strategies for dealing with rapidly increasing numbers of visitors and a corresponding rise in the number of vehicles. These include local authorities, the police, motoring organisations and

conservation bodies such as the National Trust. Over time, these organisations have developed a variety of measures to manage the movement of vehicles at peak times, as discussed in the following sections of this component.

Restricting traffic and vehicle types

As a way of improving air quality and contributing to reducing harmful emissions, many major cities around the world restrict all, or certain types of, vehicles. London has an ultra-low emissions zone (ULEZ), in which drivers of vehicles which don't meet the emissions standards have to pay a daily charge (currently £12.50) to drive within the zone. The charge applies to cars, motorcycles, vans, specialist vehicles and minibuses.



Activity 43

Carry out some research into the plans to reduce the number of private cars driving in Paris.

This activity will give you practice in completing Section B5

In the Lake District National Park, serious consideration is being given to the proposal to introduce a road charging scheme for vehicles passing through the heavily-congested areas around Grasmere. Car-free days, when no tourist traffic is allowed on certain roads, have also been suggested.



Speed restrictions in national parks help to reduce pollution and protect wildlife.

Providing frequent public transport

Restricting car use in cities and countryside destinations means that there is an obligation on local authorities to provide frequent and reliable public transport services as an alternative to the car.

Many popular cities around the world have underground rail services to cater for the needs of local people and tourists, for example the Paris Metro, London Underground and New York Subway. Bus and tram services work well in most cities and towns, but travelling by public transport in the countryside remains a problem, with infrequent services and facilities. Popular countryside areas in the UK, including national parks, sometimes offer special bus and train services in peak holiday months. These are very popular with walkers and cyclists who can go for a day out without the need for a car.

Did you know?

The *Snowdon Sherpa* is a bus service which travels around the foot of Mount Snowdon, linking the main six paths and their car parks, as well as other villages and attractions in the area. The *Sherpa* service also links Snowdon with Caernarfon, Porthmadog, Bangor and Betws-y-Coed for those who wish to travel in from further afield by bus rather than by car.



Activity 44

Visit the Campaign for National Parks website and, using the 'guide to visiting national parks by public transport' page, make notes on public transport services in two UK national parks.

This activity will give you practice in completing Section B5



DalesBus services are used by walkers in the Yorkshire Dales National Park

Parking facilities

The growth in the number of cars on UK roads, and their use for domestic tourism, has led to increased demand for parking facilities in cities, towns, coastal resorts and the countryside. Parking is most expensive in city centres where land prices are high and the authorities want to deter car use on environmental grounds. Some national parks have adopted the policy of closing

their car parks on a rotation system. This ensures that the landscape immediately around the car park has the opportunity to recover and that the authorities have the opportunity to repair any damage caused by tourists.

Elsewhere in the world, some national parks are now introducing car parking charges, with spaces having to be pre-booked. For example, in Muir Woods National Park just outside San Francisco, a scheme has been introduced to pre-book parking places. Cars without evidence of pre-booked parking are turned away at the entrance to the park. This scheme ensures that the car parks will not become overcrowded.

Without adequate car parking facilities, tourist destinations can become congested. This was a particular issue during the Covid-19 pandemic, when more people stayed in the UK for their holidays and trips out. There were frequent reports of traffic problems in coastal resorts and countryside areas, especially national parks. In Snowdonia, for example, inconsiderate parking on roadsides was so bad that emergency vehicles could not pass and the police were called to intervene.

Did you know?

The Snowdonia National Park Authority is using new technology to help reduce parking problems around Snowdon. Drivers can use an app to get real-time information on the availability of spaces in car parks, rather than driving around trying to find somewhere to park.



Snowdonia National Park often suffers from inconsiderate parking at peak times.

Park and ride schemes

Park and ride schemes are commonly found in towns and cities across the UK and around the world. Most encourage car drivers to park outside of the main centre and take a bus, although park and ride schemes also use trams and trains to complete the journey. There are even park and walk schemes in operation! These schemes cut the number of cars entering towns and cities,

thereby reducing pollution and congestion. There is normally a small charge to use the service, although some are free. Park and ride schemes which use zero emissions transport, such as electric buses, are being introduced more widely to improve air quality in urban areas.

In the UK, park and ride schemes operate in popular tourist towns, such as York, Chester and Shrewsbury, coastal resorts like Newquay and St. Ives in Cornwall, and national parks, including Snowdonia and the Peak District.

Using alternative types of transport

We saw earlier that many cities are introducing low emissions zones to improve air quality. These schemes encourage some drivers to buy hybrid or electric vehicles, with their zero emissions benefits. More and more car hire companies now offer the option of renting an electric car. Bike, eBike and electric scooter hire schemes are now common in cities and big towns, while some specialist tour operators offer cycling holidays that include eBike options, for example Intravel and Headwater Holidays.



Cycling holidays are growing in popularity (courtesy of Intravel).



Activity 45

Carry out some research into which car major hire companies in the UK offer electric vehicles. Create a factsheet with your findings, which should include makes of car available and prices.

This activity will give you practice in completing Section B5

Planning controls

We have seen that unplanned tourism developments in the past have brought about inappropriate resort development. The rapid growth in mass tourism from the 1970s onwards resulted in speculative hotel developments which were sometimes built without local consent. Examples can be found in many popular Spanish coastal resorts.

Building regulations

Most countries have strict regulations in place to control developments of all kinds, including for tourist use. This is to make sure that buildings are constructed using appropriate materials which will ensure the safety of residents and visitors. Building regulations tend to be enforced more rigorously in developed nations, which have rigorous systems and adequate staff to ensure control. Developing nations may not have the resources to enforce building regulations, which could result in the failure of buildings and other structures. Tourist destinations in earthquake zones, for example, should have strict regulations enforced to improve safety.

Planning permission

As with building regulations, planning permission is common in developed nations as a way of controlling developments of all kinds, for example houses, extensions to buildings, car parks, hotels, visitor attractions, etc. Local councils usually grant or refuse permission for projects after taking a range of issues into consideration, such as the views of people living nearby, the size and scale of the development, any traffic considerations and the impact on the local environment and communities.



Planning permission ensures that any developments use local materials.

Size, location, style and design of developments

In the UK, building development is tightly controlled in protected areas, such as national parks and Areas of Outstanding Natural Beauty (AONBs). Any development which is allowed has to fit in with the traditional design using local materials, for example Welsh slate on roofs in Wales,

Cotswold stone for buildings in the Cotswolds, etc. Many national parks are split into zones with some areas where development is very tightly controlled and others where some developments related to leisure and tourism, such as campsites, are allowed.

Visitor education

Perhaps one of the most important aspects of maximising the positive impacts of travel and tourism is through educating visitors. It is widely recognised that the more educated tourist is a more responsible tourist who will respect the culture and environment of the destination being visited and reduce the negative impacts of their visit.

Many tourists like to reduce their environmental impact where possible. This may involve choosing destinations, accommodation and travel methods where a real effort has been made to reduce their carbon footprint or to support local communities in the destination. Examples of how tourists can be environmentally friendly and contribute to sustainable tourism include:

- Using public transport to get to, or travel within, the destination they are visiting.
- Staying in eco-friendly accommodation which supports sustainability.
- Preferring to take part in low-impact activities such as walking and cycling.
- Visiting natural attractions and protected areas such as national parks.
- Eating in restaurants which use local produce.

Education can play a vital role in alerting tourists and encouraging them to take part in these activities.

The various ways in which tourists can be educated about the destination they are visiting include:

- Information on notice boards and in accommodation establishments.
- Talks from holiday representatives when they arrive in their destination.
- Apps and websites which provide advice and guidance about the destination.
- Leaflets and guidebooks available from visitor centres.
- Guided walks and lectures provided by wardens and guides.
- Destination guides such as *Lonely Planet*, *Rough Guides*, *Berlitz* and other publishers.
- *You Tube* video excerpts produced by the destination.
- In-flight videos before tourists arrive at their destination.

In all destinations, poor visitor behaviour can impact on the host population and the environment. Visitors should be educated to act in a responsible way and to show respect at all times. They also need to be aware of the special qualities of the natural environment and ensure that their actions do not harm animals or plants. Tourists also need to understand that they may put the lives of others in danger if they do not behave in a responsible manner. Visitors have to be informed about the dangers of walking and climbing in more remote areas and in difficult weather conditions. In the UK, hundreds of people need assistance from mountain rescue teams each year because they are inexperienced or not properly prepared.



Activity 46

Carry out some research into the advice and information provided to holidaymakers by one major UK tour operator and one specialist tour operator concerning the environment and culture in the destinations they are visiting.

This activity will give you practice in completing Section B5

A range of travel and tourism organisations have drawn up codes of conduct that help tourists to understand how they should behave and conduct themselves while on holiday, both for their own safety and in the interests of reducing the impact of their visit. These codes range from the *Country Code* used in rural areas of the UK to advice and guidance provided by organisations such as ABTA and the Travel Foundation.



Information and advice for visitors from the US Forest Service.

Using resources responsibly

The environmental impact of travel and tourism can be reduced through the wise use of natural resources in destinations. In most tourist areas, visitors use far more water and energy than the local population. In particular, heated swimming pools, plunge pools and water parks use a great deal of this precious resource. Also, golf courses built in some destinations require large quantities of water to keep them in good condition.

Many destinations are now considering how the use of water can be controlled and reduced. For some time, hotels have attempted to reduce the amount of water and energy used by guests. Reducing the number of towels used and having keys which switch off electricity when the room is empty are good examples of this trend.

Water supplies

Demand for water already exceeds supply in many parts of the world, so it is important that the travel and tourism industry introduces measures to conserve and reduce the use of this precious

resource. Water stress is becoming a reality worldwide as the population grows and extreme weather and droughts occur more frequently.



Hotel swimming pools require a large amount of water and need to be cleaned regularly.

Today's tourists expect to find a continuous supply of safe, fresh water for drinking purposes and recreational use in the destinations they visit. Investing in a water supply that is consistent throughout a destination will bring benefits to the local population as well as the visitors.

The travel and tourist industry uses water in a number of ways, including:

- Domestic purposes (washing, showering, etc.)
- Food preparation in hotels and restaurants
- Laundries
- Swimming pools
- Irrigating golf courses
- Street cleaning
- Irrigating planted areas

Understandably, investing in a plentiful, safe and clean water supply is seen as a high priority for many destinations, but local people must be provided with adequate supplies all year round.

Did you know?

Hilton Hotels has set a target of a 50% reduction in water use in its hotels worldwide by 2030. Its hotels follow guidelines on using low-flow water systems and carry out staff training in water conservation techniques. Hilton also works with partner organisations and communities to implement water stewardship projects in destinations.

Waste management

Managing waste is an important consideration for destinations because the health and safety of tourists may be compromised if there is a lack of efficient waste disposal systems. Poor waste

disposal and pollution control may affect the quality of lakes, beaches and other natural attractions. Destinations are increasingly aware of the need to provide a high-quality environment for tourists in order to compete for tourist business and this may require considerable investment.

Travel and tourism companies are investing heavily in recycling systems for waste products. Hotels often distribute leftover food to local charities, recycle paper and cardboard, avoid using single-use plastic items, drive electric vehicles, etc. in order to reduce their carbon footprint.

Energy and power

Another expectation of tourists is a reliable supply of energy while on holiday or travelling for business. As with water use, tourists tend to have a higher use of energy than the local population. Energy and power are used by tourists primarily in:

- Air-conditioning systems
- Swimming pool heating systems, as well as spas
- Cooking, food preparation and laundry
- Entertainment facilities

Investment in a reliable source of energy is seen as a priority for many tourist destinations. Areas with a marked peak tourist season need to ensure that supply can be maintained during the periods of heaviest usage. Solar and wind power are considered more environmentally friendly than burning fossil fuels to generate power. The gradual change to driving electric cars means that providing charging points in destinations is becoming a priority. Drivers of electric vehicles will avoid visiting destinations that don't have a good charging network.

Protecting natural areas and habitats

Natural areas and fragile habitats need protection from the impacts that visitors can have on vegetation and wildlife. The most sensitive areas, including reefs, rainforests, uplands and glaciers, are protected by laws and regulations. Governments can create nature reserves, marine conservation zones and national parks in order to give protection and control access by visitors.

The UK government passed the National Parks and Access to the Countryside Act in 1949, which established the first national parks in England and Wales, giving protection to the environment and allowing more people to explore and enjoy some of the most beautiful scenery and landscapes of the British Isles. The newly-created national parks quickly became important tourist destinations, e.g. the Lake District, Dartmoor, the Yorkshire Dales and the Peak District, and are still visited by millions of people from the UK and overseas every year.

The coastline of the British Isles is very varied and contains some spectacular landscapes. Much of this coastline is protected from development and is carefully managed. Some sections of coast, such as in Exmoor and Pembrokeshire, have been designated as national parks. The Gower coast of South Wales was designated the first Area of Outstanding Natural Beauty (AONB) in the UK and the Jurassic Coast of Dorset is a UNESCO World Heritage site. Further afield, fragile habitats such as the Great Barrier Reef in Australia and Florida Everglades have regulations in place to conserve these important habitats.

Visitor management techniques are used extensively in national parks throughout the world. Many parks have 'honeypot' areas which attract large numbers of visitors. These tend to be specific spectacular landforms and viewpoints or may be villages or other famous landmarks. Visitors tend

to gravitate towards these popular sites and, at the busiest times, the areas can still become crowded despite visitor management schemes being in place.

Did you know?

In Sri Lanka, the tour operator Kuoni supports Wildlife & Ocean Resource Conservation in the task of restoring, protecting and preserving mangrove forests in the Koggala Lagoon. Mangroves are an extremely important habitat that protects coasts and shores, prevents erosion and maintains water quality.



Some areas in US national parks of off-limits to hikers.



Activity 47

On a blank map of the UK, outline and name all the UK national parks.

This activity will give you practice in completing Section B5

Section C

Destination management



Icebreaker

Section C (pages 90 to 112) is all about global destinations, how they evolve over time and how they are managed to develop a successful and sustainable tourism industry. Working by yourself, or in small groups under the direction of your tutor, see how you get on with the following tasks to help you make a start on this section:

- Can you think of two destinations anywhere in the world that have become very popular in recent years? What are the reasons for their success?
- Can you think of two destinations anywhere in the world that have become less popular in recent years? List the reasons for their decline.
- What are the main reasons why governments get involved in tourism development?
- Travel and tourism organisations often work together to increase the number of visitors to a destination. Can you think of the main benefits and drawbacks of this partnership working?
- Find three examples of governments of global destinations working in partnership with sectors of the travel and tourism industry.

When you've finished, show your answers to your tutor and compare them with what others in your class have written.

The popularity of tourist destinations changes over time in response to a number of factors, such as exchange rate fluctuations, media attention, natural disasters, political upheaval, investment in tourism infrastructure, new flight routes, etc.

Local and national governments are often keen to encourage more visitors to destinations since it brings extra money into the economy which can be used for other purposes, for example education, housing development and healthcare facilities.

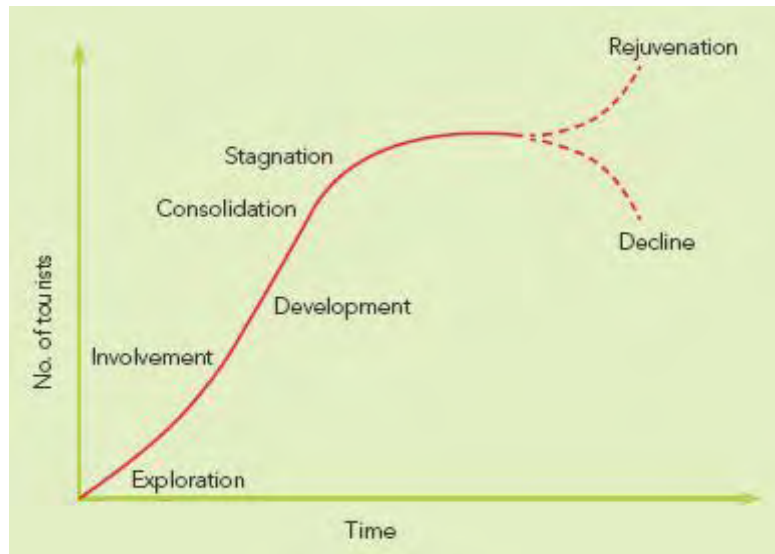
Travel and tourism organisations use market research to monitor the trends in visitor numbers to destinations. They will invest time and money into new travel products and services in destinations that are growing. For example, if data showed that fewer UK tourists were travelling to Italy and more to Greece, then UK tour operators might provide more package holidays to Greece and fewer to Italy.

C1 Tourism development

'Tourism development' can be defined as the planned and ongoing development of destinations, facilities and services to meet the needs of current and future tourists. It is a very wide-ranging term covering many tourism projects, for example the creation of a glamping site in Scotland, a new hotel building project in the Seychelles or a theme park in Florida. When applied to destinations, tourism development covers all the activities that go towards encouraging tourists to visit, stay for a period of time, visit attractions and use tourist services and facilities. The growing interest in, and concern for, the environment means that much of the tourism development which takes place today across the world is grounded in the principles of sustainable tourism.

Stages of tourism development

The Butler Model, first proposed in 1980, suggested that tourism destinations pass through a number of stages in their development, known as the Tourist Area Life Cycle (TALC).



Butler's Tourist Area Life Cycle (TALC) model.

Butler was an academic who first proposed this model in relation to the rapid development of coastal destinations in Spain, but it has been applied to many destinations throughout the world and is still widely used to explain how a destination develops over time.

As the diagram above indicates, Butler proposed seven stages in his model, namely:

1. **Exploration** – a small number of tourists visit the area. The area is unspoilt and few tourist facilities exist.
2. **Involvement** – local people start to provide some facilities for tourists. A recognised tourist season begins to develop.
3. **Development** – the host country starts to develop and advertise the area. The area becomes recognised as a tourist destination.
4. **Consolidation** – the area continues to attract tourists. The growth in tourist numbers may not be as fast as before. Some tensions begin to develop between locals and the tourists.
5. **Stagnation** – the facilities for the tourists may decline as they become old and run down. The numbers of tourists may decline too.
6. **Decline** – if the resort is not rejuvenated (stage 7) then it will go into decline. Fewer visitors mean that people lose their jobs in tourism. The image of the area suffers.
7. **Rejuvenation** – investment and modernisation may occur which leads to improvements and visitor numbers begin to increase again.

The Butler model can be applied to the development of popular coastal destinations in the UK, as shown below:

1. **Exploration** – wealthy people began to visit coastal areas in the early nineteenth century for sea air and bathing to protect against and cure diseases.
2. **Involvement** – railway development occurred during the middle years of the nineteenth century when early attractions and facilities such as hotels were provided.
3. **Development** – further facilities were developed during the latter years of the nineteenth century as more working people were able to travel to coastal resorts.

4. **Consolidation** – up to 1939 more and more working people visited coastal destinations resulting in increasing numbers of visitors.
5. **Stagnation** – in the 1950s, as package holidays to Mediterranean areas became more affordable, visitor numbers began to decline
6. **Decline** – many coastal resorts now have poor facilities with outdated accommodation and attractions.
7. **Rejuvenation** – funding has been provided to develop the facilities and infrastructure in some coastal towns.



Activity 48

Carry out some research into UK seaside resorts which have invested in new attractions and facilities in recent years to develop their tourism industry.

This activity will give you practice in completing Section C1

As indicated above, the Tourist Area Life Cycle model was developed by Butler in 1980 when the effects of mass tourism to Spain in particular were being recognised for the first time. The model can be applied to Spain and in particular the Spanish Costas better than many other destinations, as follows:

1. **Exploration** – prior to the 1960s much of what is now identified as the Spanish Costas were characterised by small fishing villages and clean, undeveloped beaches with guaranteed warm sunshine through the summer months. At the time it was still relatively difficult to travel from the UK to Spain although younger tourists might have hitch-hiked or travelled by public transport, which was limited. Local employment was mainly related to fishing and agriculture.
2. **Involvement** – in the early 1960s, small hotels owned by local families began to be provided for tourists. At the same time, early package holidays, mainly involving coach travel to the northern coastal regions of Spain, began to appear. In the early 1960s, fewer than 1 million tourists were visiting Spain each year from the UK.
3. **Development** – it was the 1970s which saw the boom in tourism to Spain and the dramatic growth in package holidays to the coastal resorts. Packages were created mainly by non-Spanish companies, while large hotels and other tourist facilities such as clubs and restaurants were opened by non-indigenous organisations. Attractions such as water parks and golf courses were also developed. Local employment was available in construction, hospitality and accommodation. There was a decline in traditional industries and farmland was developed for tourism. More than 3 million British people visited Spain each year.
4. **Consolidation** – during the 1970s the package holiday market diversified to provide a greater choice in terms of quality and facilities. Also, new areas of Spain, such as the Balearic and Canary Islands, began to be developed as airports were upgraded. Over 7 million tourists from the UK were visiting Spain each year.
5. **Stagnation** – in 1988 more than 7.5 million British tourists visited Spain on holiday, but numbers began to decline. The carrying capacity of many resorts in the Spanish Costas had been reached. In some regions of Spain, tourism accounted for up to 70% of all employment. Over-development had led to skylines dominated by large hotels which suffocated the traditional architecture. At the same time, tourists began to lose interest in the standard package. Also, Florida and other long-haul tourist destinations were becoming more affordable and popular.
6. **Decline** – the decline in holidays to Spain continued through the 1990s. Visits to long-haul destinations grew in popularity and more discerning tourists began looking for holidays that were more culturally and environmentally interesting. As the general level of the fabric of accommodation in some Spanish resorts faded, room prices decreased. Several Spanish

resorts gained a reputation for partying late into the night, which discouraged some families from visiting.

7. **Rejuvenation** – since the beginning of the twenty-first century there has been a rejuvenation in Spanish coastal tourism. The construction of apartments and villas replacing the older, high-rise hotels has helped to improve the environment, while initiatives such as Blue Flag beaches have made resorts more attractive. The availability of cheap flights on Ryanair, easyJet and other low-cost carriers has encouraged short breaks to Barcelona, Madrid, Valencia and other major cities. Inland areas and ‘Green Spain’, along with the Parador hotels and golfing holidays, have all been promoted by tourist boards.



Hotels built right next to the sea were a feature of the development which took place along Spanish coastal areas in the 1970s.

Emerging destinations

Some pioneering tourists will seek out new destinations which are ‘off the beaten track’ or receive only a few visitors each year – these are known as ‘emerging destinations’. Most tourists visiting these areas appreciate the unspoilt natural and cultural features of the area and wish to gain an understanding of the lifestyles of the local population. Increasingly, social media channels are used by individual tourists to spread the word about a destination they have discovered which might be of interest to others. This type of destination will not be featured by tour operators and will be of most interest to independent travellers.

Did you know?

The Azores has grown in popularity as an emerging winter sun destination with European travellers in recent years. 1.8 million visitors arrived in 2020, up from 1.7 million in 2019.

Many tourists are looking beyond ‘sun, sand and sea’ holidays for new experiences as part of their travel plans. There is a growing trend in health and wellness tourism – taking part in activities

such as yoga are becoming popular while on holiday as a way of escaping from the pressures of modern life.



Many tourists are looking beyond 'sun, sand and sea' holidays to experience new activities and destinations.

Characteristics of emerging destinations

Emerging destinations have a number of characteristics which make them different to mature destinations. They are likely to be difficult to reach, with undeveloped transport links and no direct flights, and there will be limited global awareness of area. The local infrastructure of roads, water supplies, energy, waste disposal, telecommunications, etc. will be basic. Local people may not have access to well-developed education and healthcare facilities. They may follow traditional lifestyles and see tourism as a way to boost their economy. Tourists visiting emerging destinations are looking for 'authentic' nature-based or cultural experiences and do not need luxury accommodation or a wide range of tourist facilities.



Patagonia, in the south of Argentina is an emerging destination, attracting tourists who appreciate the stunning glacial landscape.

Adventure travel is a growth area of travel and tourism as people look for ever more adventurous and stimulating experiences in their leisure time. The term 'adventure travel' can cover anything

from a cruise along the Nile or a trek in the foothills of the Himalayas to scuba diving in Madagascar or bungee jumping in South Africa. New Zealand is a country that markets itself as an adventure tourism destination, offering a wide variety of activities such as canyoning, hot air ballooning, sea canoeing, paragliding and snowboarding.



Activity 49

Choose one of the emerging destinations mentioned in this section and create a presentation with details of the area, transport access and tourist facilities on offer.

This activity will give you practice in completing Section C1

Mature destinations

Mature tourist destinations are identified as those which have been popular for more than 20 years. These destinations tend to be located:

- Around the coastlines of Mediterranean countries such as France, Spain, Italy and Greece, for example, Benidorm, Malaga and Rimini.
- On Mediterranean islands such as Sicily, Crete, Majorca and Ibiza.
- In the Canary Islands, including Lanzarote and Tenerife.
- In the Far East, including areas of Thailand and the island of Bali.

Central Florida in the USA, surrounding Orlando and including the Disney resorts and other attractions, could also be described as a mature destination.

Did you know?

In the years before the Covid-19 pandemic, nearly 6 million tourists visited the island of Lanzarote each year.

Characteristics of mature destinations

Mature destinations have a number of characteristics which make them different to emerging destinations. The term 'mature destination' usually refers to mass tourism resorts, mainly in coastal areas, which have an established season and high numbers of tourists, many of whom have purchased a package holiday from a major tour operator or airline. There will be good, integrated transport links to and within the destination with well-developed infrastructure. However, it may be the case that some resources, such as water supply, may be under strain at certain times due to high visitor numbers.

In most cases there will be few cultural or natural attractions, with tourists mostly interested in visiting theme parks, water parks or enjoying the nightlife in the destination. Local food and culture may be diluted by the wishes of the tourists to sample their own cuisine. Some local people may resent the influx of large numbers of tourists, which can lead to conflict if not managed appropriately. Generally, these destinations will have an amiable climate with guaranteed warm

weather, although tornadoes, cyclones and other weather hazards may affect the tourist season depending on location.

There will be extensive promotion of the destination using a variety of media types and mature destinations are likely to feature in the programmes of all major tour operators. The areas are well-known, with an international image of a major tourist destination attracting visitors from around the world. A range of accommodation options, such as all-inclusive hotels, golf resorts and B&Bs, will be available. Increasingly, tourists may consider staying in self-catering villas and apartments rather than hotels, possibly obtained through direct booking platforms such as Airbnb.

Finally, mature destinations are heavily reliant on the income they get from tourism. While conditions are positive, this brings economic benefits for the area and its local people. If, however, a destination becomes less popular, jobs and income will be lost and the standard of visitor facilities may become run-down, leading to a spiral of decline as explained in Butler's Tourist Area Life Cycle Concept (see page 91). The same applies if the destination is affected by a natural disaster, health-related emergency or terrorist attack, all of which can reduce the money received from tourism very quickly, with severe consequences for the local economy.



Majorca is a good example of a mature destination which has been popular with package holidaymakers for a number of years.

C2

The role of local and national governments in tourism development

Most governments throughout the world view the travel and tourism industry as a means by which income and prosperity can be generated for their country. Sandy beaches, historic cities, snow-capped mountains and scenic lakes are now seen as resources which can be exploited in the same way as oil and coal have been in the past. Generally, the last 50 years have seen governments at both local and national levels encourage the development of tourism. However, today there is a greater awareness of the potential negative impacts of tourism than there was in the past and so in recent years tourism development has been more carefully controlled. This section investigates the reasons why governments develop tourism and their role in controlling tourism development.

VisitBritain/VisitEngland (VB/VE) is the UK's national tourism organisation responsible for marketing Britain to the rest of the world and England to the British. It is a non-departmental public body funded by the Department for Digital, Culture, Media and Sport (DCMS). In 2020/21 its core grant from DCMS was £19.9 million for VisitBritain and £7.1 million for VisitEngland. VisitBritain has a network of offices across the world, from Toronto and Moscow to Sydney and Beijing. The overseas offices work closely with British diplomatic and cultural staff, the local travel and tourism trade and media to stimulate interest in Britain as a tourist destination.

Each part of the UK has its own national tourist board, which have an important role to play in promoting destinations and co-ordinating the work of private sector tourism businesses in their country, e.g. hotels and visitor attractions. The UK has four national tourist boards:

- **VisitEngland** – responsible for promoting England within Britain.
- **VisitWales** – concerned with improving the economic and social prosperity of Wales through the effective marketing and development of tourism.
- **VisitScotland** – exists to support the development of the tourism sector in Scotland and to market Scotland as a quality destination.
- **Tourism NI** – responsible for the development, promotion and marketing of Northern Ireland as a tourist destination.

The national boards are funded mainly from central government sources, channelled through the DCMS, Welsh Government, Scottish Government and Northern Ireland Office/Assembly.

Did you know?

THRIVE 2030 is the name given to Australia's national strategy for the long-term sustainable growth of tourism (referred to as the 'visitor economy'). The strategy has three main aims – (1) to deliver quality experiences for visitors, (2) to include businesses that are globally competitive, profitable and grow sustainably, (3) to provide jobs, growth and infrastructure that benefit Australian communities.



Activity 50

Choose one of the four UK national tourist boards mentioned above and carry out some research into its roles and responsibilities, structure, funding sources and the range of products and services it offers to tourists and tourism businesses.

This activity will give you practice in completing Section C2

Local authorities play a key role in the operation and development of tourism. They use their resources to provide as wide a range of tourism facilities and services as finances will allow. This could include:

- Promotional websites, apps, leaflets, brochures and advertising
- Parks and gardens
- Museums and theatres
- Tourist information centres (TICs)
- Accommodation booking services

- Sports and leisure centres
- Outdoor activity centres and country parks
- Art and craft galleries

Local authorities work in partnership with travel and tourism businesses and voluntary sector organisations in developing tourism policies and facilities.

Reasons for government involvement in tourism development

Local and national governments around the world have many reasons for developing tourism, as shown in Figure 1.5. The prime motivation often relates to improving the economy of a country or destination area. The following sections of this component explain the major reasons for government involvement in tourism development, starting with maximising the economic benefits of tourism.

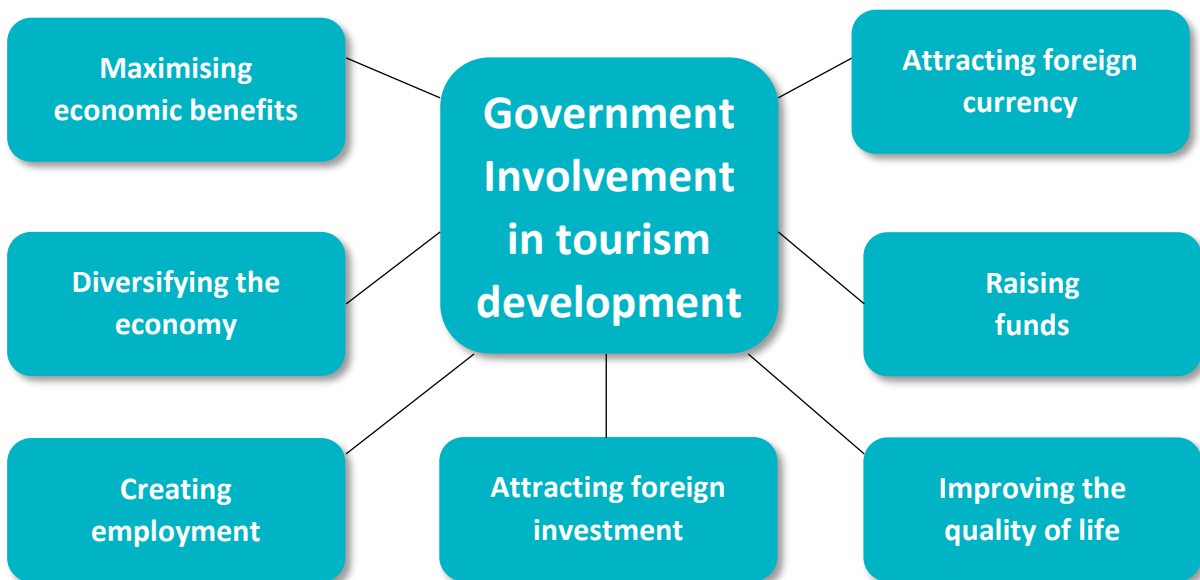


Figure 1.5 Reasons for government involvement in tourism development.

Maximising the economic benefits of tourism

Most governments want as many people as possible to visit their country and to spend money to help the economy. For example, VisitBritain estimated that in 2023, nearly £30 billion would be spent by overseas visitors. This income not only supports travel and tourism businesses throughout the country, but also benefits many other sectors of the economy.

The travel and tourism industry generates income and wealth for private individuals, local councils, companies, voluntary bodies and national governments – from the modest income earned by a couple running a farmhouse bed and breakfast business to the millions of pounds generated by large travel companies and the billions of pounds earned from tourism by many countries around the world. At international level, the money that tourists spend in a country can make a considerable contribution to its balance of payments, i.e. the flows of money into and out of a country.

Attracting foreign currency

If planned and managed effectively, tourism has the ability to generate significant amounts of foreign currency earnings for countries, in the form of direct payments to tourist businesses and taxes collected by local and national governments. The top five countries in terms of earnings from international tourism in 2020 (UNWTO data) were:

1. United States of America (US\$135 billion)
2. Spain (US\$73 billion)
3. UK (US\$68 billion)
4. UAE (US\$61 billion)
5. France (US\$60 billion)

Revenue from tourism contributes to a country's balance of payments, i.e. the flows of money into and out of a country. Tourism is known as an invisible item on a country's balance of payments, along with other services such as banking and insurance (visible items include manufactured goods, raw materials, foodstuffs, etc.). Countries that depend heavily on tourism for their foreign currency earnings, such as many of the islands in the Caribbean and the Pacific, usually have a surplus on their balance of payments, i.e. more money is earned from overseas visitors than is spent by residents travelling abroad.

Many developing countries are turning to tourism as a way of increasing their foreign currency earnings and using the money they receive from tourism to improve health, education and social facilities.

Diversifying the economy

It is important for countries to have diversified economies, i.e. a range of industrial and service sectors which generate wealth to support the country's GDP (gross domestic product – this is the total amount a country earns from all the goods and services it produces). Relying on a single industry carries risks if global conditions change and demand for products falls. A country which relies heavily on oil production, for example, will lose revenue if oil prices fall sharply.

Tourism can play an important role in helping countries to diversify their economies. The country that relies on oil production mentioned in the last paragraph could invest in tourism development as a way of earning extra revenue and spreading economic risks.



Activity 51

Carry out some research into a country in the Middle East that has invested in tourism development to diversify its economy and create a presentation with details of what it offers to tourists.

This activity will give you practice in completing Section C2

Raising funds to help reduce poverty and invest in services

People living in developing countries have very low incomes compared to those in developed nations and many live in poverty. As well as receiving direct income from visitors, governments

also benefit from tax payments made by tourism businesses and tourists themselves, e.g. hotel, aircraft and border taxes. The money generated by tourism can be used in local communities to help alleviate the effects of poverty and to improve the lives of ordinary people through developing public services such as health and education.

Creating employment opportunities

Tourism's ability to create jobs is one of the main reasons why governments encourage its development. When compared with creating employment in the manufacturing sector, service sector jobs in tourism are seen as a relatively cheap and easy way of making jobs available, since the associated capital start-up costs are usually much lower. Direct employment in tourism occurs in areas such as hotels, transport operators, travel agencies, tourist attractions, tour guides, government departments and tour operators. Tourism also creates indirect employment in industries not directly associated with the sector, for example in construction, banking, design and transport companies.

Attracting foreign investment

A developing nation may not have the financial resources or expertise to develop and grow its tourism industry. Foreign investment may be needed for projects such as hotel and resort development, airport and road building, marketing support, staff training, etc. Foreign investors may be offered tax breaks as an incentive to invest in a country. Major hotel chains, tour operators and airlines are often keen to expand their operations and invest in new destinations and ventures.

Improving the quality of life

Governments expect that tourism will not only help economically, but also contribute to an improvement in the quality of life of their citizens. We have seen that the revenue generated through tourism can be used for vital services such as education, healthcare and environmental protection. The facilities provided for visitors can also be used by people living in tourist destinations, for example new roads, visitor attractions, museums and accommodation, thereby improving their quality of life.

Governments' roles in tourism development

Any country that has a significant tourist industry will have a government department known as a national tourist office/organisation (NTO) whose roles include:

1. **Establishment of tourism policy** – this is usually the starting point for public sector involvement in tourism development, when policies and priorities for tourism are set, e.g. what type of tourism to encourage, how impacts will be controlled, who will be responsible for tourism development, etc.
2. **Marketing and promotion** – this is often the most important function of the NTO, with responsibilities for marketing planning, market research, travel trade promotion and producing promotional materials such as brochures, websites and apps.
3. **Infrastructure provision** – either independently or in partnership with the private sector, public bodies provide funding for many infrastructure projects that are directly or indirectly associated with tourism, for example road schemes, airports, ferry terminals and rail systems.
4. **Tourism facilities** – some national and local government departments run their own tourist attractions and facilities, such as museums, parks, historic houses, ancient monuments and galleries.

5. **Tourist information services** – NTOs usually co-ordinate tourist information centres (TICs) and other services for visitors.
6. **Legislation and regulation** – public agencies implement a wide variety of laws and regulations relating to tourism, e.g. passport and visa requirements, planning regulations, health and safety, licensing, etc.
7. **Finance for development** – NTOs can offer grants, loans, tax concessions and tariff reductions as incentives for tourism development.
8. **Business advisory services and training** – many public bodies at national, regional and local levels provide advice, support and training as a way of raising standards in the tourism sector.



Activity 52

Choose a national tourism office (NTO) for a country in Africa which is involved in tourism. Create a factsheet explaining the government's role in tourism development. Include statistics on tourist numbers for the country you choose.

This activity will give you practice in completing Section C2

In the following sections we investigate how governments control tourism development to maximise its benefits and minimise the impacts.

Tax incentives

It is not uncommon for governments to offer tax breaks or tax relief to encourage investors to provide finance for tourism development projects. Tax incentives have been used in the Caribbean since the 1970s and are an important part of the tax systems of many island states in the region. They were introduced to attract private investment in tourism and manufacturing, as a way of diversifying the economy away from the primary exports of sugar and bananas. An important reason often given by governments for offering tax incentives is the increased competition from other destinations. Every country feels compelled to offer generous incentive packages since they fear that potential investors will channel their money to competing countries in the region.



Governments often give tax incentives to encourage new tourism developments.

The use of tax incentives for tourism development is generally positive, although some countries run up considerable debt which has to be paid for by the general population in higher taxes. Also, offering financial incentives to overseas investors can sometimes lead to corruption.

Travel restrictions

Although most governments support inbound tourism and welcome the money spent by tourists, they also have to be aware of their responsibility to secure the safety and security of the country. For this reason, governments issue passports and visas to ensure that people cannot enter the country illegally. Security measures are also put in place at points of entry into countries, such as ports and airports, to carry out checks on people and goods coming into the country. You can find more detailed information on travel restrictions on page 44.

Improving transport infrastructure

Governments are responsible for providing and improving the transport network in their country, ensuring that major gateways and transport hubs for all types of transport are accessible by tourists and local people alike.



Major infrastructure projects such as motorways and bridges help to improve communications within a country.

In the UK, as in most other countries, major infrastructure projects are constructed following government decisions. Such projects are often controversial and it is usually the case that the final cost is far higher than the original budget, as in the case of the HS2 high-speed rail project. Also, major infrastructure developments may take years to obtain planning permission, with local residents who would be affected by the development opposing the plans, as in the case of the proposed third runway at Heathrow Airport.

Most industry groups representing travel and tourism organisations tend to be in favour of plans to develop a country's infrastructure. There is a saying that '*if you build it, they will come*' which implies that the more airports, railway stations and motorways there are in a destination, the more it will be attractive to tourists. It is certainly the case that tourism organisations welcome greater connectivity, and understandably the industry does not want its customers to have to wait several hours to pass through immigration at an airport, be stuck in a traffic jam or have to wait many hours for a delayed train service. With respect to supporting new infrastructure developments it has to be accepted that commercial considerations often outweigh environmental concerns for many tourism organisations.



Heathrow Airport is planning for a third runway (courtesy of Heathrow Airport Ltd.)

As infrastructure developments are completed, new opportunities are presented for tourism businesses. For example, train operators, tour operators and accommodation providers, amongst others, will need to consider the opportunities presented by the HS2 network when it is opened. Train operators will need to decide on prices and schedules and tour operators will need to consider new itineraries based on the new services. For instance, it is anticipated that, when the planned HS2 network is completed, journey times from London to the Lake District will be about 2 hours. Furthermore, destination marketing organisations will have to develop strategies which maximise the opportunities for increased tourism resulting from the opening of the new network.

Similarly, a new runway at Heathrow or Gatwick airports, or an extension to runways at regional airports, would significantly increase the capacity for both domestic and international air travel. Supporters of such schemes, including most of the UK tourism industry, would argue that these developments are required in order to boost international tourism and provide employment opportunities. As with HS2, the issue for tourism organisations is to manage the opportunities presented by airport developments as much as possible.

Establishing and improving essential infrastructure

Governments need to ensure that the essential infrastructure for tourism development, such as energy, water supplies, waste disposal systems, etc. are provided and to make improvements where necessary. Also, modern societies require digital communications meaning that internet services need to be reliable.

Member states of the European Union can apply for financial help with infrastructure projects from the European Regional Development Fund (ERDF) and other sources, while developing countries

are often supported with funding from the World Bank, United Nations and multinational corporations to build new roads, improve water supplies and create new tourist facilities.

Supporting tourism infrastructure

In addition to building transport and essential infrastructure, central and local governments can also support infrastructure which is specific to tourism, such as hotels and other accommodation, tourist resorts, food and drink outlets, visitor attractions, internet systems, tourism signage, etc. They may be able to fund such developments themselves or, more usually, will work in partnership with commercial organisations. Governments have to understand the views of local residents who may be affected by infrastructure developments and be aware of the need to develop projects which follow sustainable tourism principles.



Governments can provide funding for tourism signage.

Providing funding for new initiatives

Governments can use the tourist revenue they receive, from direct payments and indirect taxes, to fund new travel and tourism initiatives in their country. This could range from a grant to a bike hire business to introduce eBikes, funding for a hotel owner who wants to add more rooms to the establishment, new canoes for an activity holiday company or a loan to a restaurant to increase capacity.



Activity 53

Choose one of the four UK national tourist boards and make notes on the financial support it offers to new and existing travel and tourism businesses.

This activity will give you practice in completing Section C2

Did you know?

Brilliant Basics is a capital fund to deliver small-scale tourism infrastructure improvements across Wales and is open to local authorities and national park authorities. Previous projects funded by *Brilliant Basics* have included electric vehicle charging points, improved toilet and car parking facilities, accessible changing places facilities and improved signage and interpretation panels. *Brilliant Basics* will also support projects that improve accessibility at sites and those that make their destinations more environmentally sustainable.

Implementing sustainable tourism policies

Sustainable tourism is about meeting the needs of today's tourists without having a major long-term impact on the environment of the area in which tourism takes place and the people who live there. A simple explanation is that if people visited a particular destination in 100 years' time, they would have the same experience, see the same views and the landscape would be as it is today. Furthermore, the plants and animals would remain and the people living in the area would be maintaining their culture and lifestyle.

Many destination managers now understand the importance of developing a sustainable or responsible approach to tourism development. There are a number of interpretations and ways of explaining sustainable tourism, for example:

- Sustainable tourism is about reducing the negative impacts of tourism and planning to increase its positive impacts.
- Sustainable tourism is about making sure that the destination in which tourism takes place does not suffer from the effects of tourism.
- Sustainable tourism means that in the longer term, the lifestyle and culture of people living in tourist areas is not adversely affected by tourism.
- Sustainable tourism means planning tourism developments to blend in with the natural environment and using local resources where possible.
- Sustainable tourism also involves looking after historic buildings to preserve them for future generations.

Sustainable tourism principles

You have learned in the previous sections of this component that sustainable tourism is all about creating holidays and other tourism products that minimise the negative and maximise the positive aspects of tourism. This includes a number of activities, such as:

- Employing local people for jobs in tourism.
- Developing holidays that don't damage the local environment.
- Involving local communities in decisions about tourism development.
- Supporting local businesses that supply products and services.
- Using local food and drink.
- Developing holidays that support local cultures and languages.
- Reducing waste and energy use through recycling.
- Contributing to conservation projects in tourist destinations.

An increasing number of holiday companies and destinations are following these responsible tourism principles when developing their products.



Activity 54

Choose a popular tourist area in the UK, such as the Lake District, Cornwall, the Cotswolds or Norfolk, and investigate the sustainable tourism policies in place there.

This activity will give you practice in completing Section C2

C3 The importance of partnerships in destination management

The global travel and tourism industry is very complex with many organisations involved in transporting tourists to destinations, providing them with accommodation, offering attractions to visit, staging events and supplying a range of ancillary services that they might need. Very few travel and tourism organisations operate completely on their own – most work in partnership with other organisations in order to be successful.

It is important to understand that travel and tourism organisations from all sectors – public, private and voluntary – work together in partnership to benefit each another. These partnerships ensure that:

- Travel and tourism businesses in the private sector are profitable and are able to grow successfully.
- The needs of tourists are satisfied and that they can enjoy a range of attractions, events and experiences in a destination.
- The needs of the local community are met and that local people benefit from tourism.
- The local environment is not harmed through tourism development.
- Tourism development in the destination is sustainable in the long term.

Partnerships are important at both the national and local level. For example, national governments may wish to encourage inbound tourism and feature attractions provided by private sector organisations in their promotional campaigns. Worldwide hotel chains work in partnership with airlines to provide package holidays offered by online travel companies such as Expedia, enabling tourists to book holiday packages anywhere in the world.

At the local level, tourist boards work with visitor attractions to provide tourists with information about what tourist activities and events are available in a destination and many offer a booking system for local accommodation.

Types of partnerships and their purpose

Most travel and tourism organisations operate as commercial businesses which have to manage costs and make a profit in order to survive. Many of these organisations rely on each other and benefit from working in partnership with other companies. Before we explore different types of partnerships, it is important to consider the reasons why travel and tourism organisations work together, which include:

- Greater efficiency – working with other organisations can improve overall business efficiency.

- Increased sales and income resulting in a more profitable organisation or making it easier to expand.
- Cutting costs by bulk buying or sharing resources with a partner organisation which reduces costs for both parties.
- Access to customer databases which might lead to increased sales or access to new markets, subject to data protection rules and regulations.
- A competitive advantage over similar organisations which may not be working in effective partnerships.
- Increased publicity, which may mean that less paid advertising needs to be undertaken.
- An improved image, possibly by working with other organisations with a strong brand identity with the travelling public.
- The possibility of exploring new markets or developing new products and services.
- Recruiting and retaining staff, plus developing career progression within the organisation.
- Sharing ideas and innovations, which may result in increased sales and income, while at the same time sharing and reducing risks.

Clearly, working together is very important for travel and tourism organisations since so many organisations rely on each other for their everyday operations. The world's largest travel and tourism organisations work in partnership with a range of other organisations to grow their businesses. At the same time, smaller organisations, such as B&Bs and restaurants, may rely on tourist boards to promote them and partner with online travel agents for bookings.



Local governments (public sector) work in partnership with accommodation providers (private sector) to provide beach access and walkways.

Public/private sector partnerships

In UK tourism, there has been an increase in the use of public/private sector partnerships in recent years, where public sector organisations, such as tourist boards and local authorities, work with private sector companies. Examples include:

- Local authorities working with hotels to improve staff training and development.

- Tourist boards partnering with visitor attractions by displaying their leaflets and other promotional materials in tourist information centres (TICs).
- Coach and tour operators working with tourist boards to promote destinations.
- Joint marketing – tourist destinations often carry out marketing campaigns with airlines and train operators to increase visitor numbers.

Throughout the world, publicly-funded tourist boards work with private sector accommodation providers, transport operators and attractions to promote inbound and domestic tourism.

At the local level, councils and public bodies such as national park authorities have the responsibility for controlling tourism development. Any development proposed by a private sector organisation, such as a new hotel or visitor attraction, will need to have planning permission from the local authority before it can be built. Public and private sector organisations will need to work in partnership to decide on the appropriate design, size and impact of any development.



Activity 55

Find details of one public/private sector partnership in tourism in your own area or a nearby tourist destination and create a factsheet.

This activity will give you practice in completing Section C3



Coach companies work with a wide range of other travel and tourism organisations.

Private/private sector partnerships

Partnerships between different private sector organisations are crucial to the success of many travel and tourism businesses. For example, there are close relationships between airports and airlines throughout the world – one could not exist without the other. Most package holidays require transport operators and accommodation providers to work in partnership. Another

example would be coach tour operators working in partnership with hotel chains to provide coach holidays. Other private/private sector partnership examples include:

- Tour operators working with hotels and airlines to create package holidays.
- Hotels offering their guests reduced admission prices to nearby visitor attractions.
- Airlines working with hotels and car hire companies to provide package holidays.
- Visitor attractions working with coach companies to offer discounted admission on group visits.
- Cruise lines working with airlines to fly passengers to their departure port.
- Travel agents collaborating with tour operators to sell their holidays.
- Coach operators and airports working together to transport passengers.
- Visitor attractions in the same area carrying out joint marketing activities.
- Coach operators working with cruise lines to provide onshore excursions.
- Airlines working with each other to share routes and create alliances.
- Providing products and services for other organisations, e.g. a restaurant providing ready-meals for people staying in nearby self-catering cottages.
- Operating a centralised customer service department – large travel and tourism organisations, such as airlines and tour operators, can join forces and save money by centralising their customer service operations into a single facility such as a call centre.



Activity 56

Find details of one private/private sector partnership in tourism in your own area or a nearby tourist destination and create a factsheet.

This activity will give you practice in completing Section C3



Activity 57

Carry out some research into the Star Alliance and make notes on its member airlines and how the scheme operates.

This activity will give you practice in completing Section C3

Voluntary/private sector partnerships

Travel and tourism organisations which operate in the voluntary sector are often set up as charities and must generate revenue in order to survive. Working with private sector partners can leverage income for the voluntary sector organisation.

A private sector travel and tourism organisation, for example an airline or tour operator, may provide financial sponsorship for a voluntary sector organisation or an event that is staging.

The Travel Foundation charity has a number of private sector partners, including Caribtours, Classic Collection Holidays, easyJet Holidays, Intrepid Travel and Expedia.

Did you know?

The tour operator KE Adventure Travel has formed a partnership with the charity Mind Over Mountains, which offers mental health support by harnessing the healing power of nature.



Activity 58

Find details of one voluntary/private sector partnership in tourism in your own area or a nearby tourist destination and create a factsheet.

This activity will give you practice in completing Section C3

Public/voluntary sector partnerships

In the UK, organisations which operate in the voluntary sector, such as the National Trust and YHA, often work in partnership with local authorities, tourist boards and other public sector bodies. For example, events are held in the grounds of stately homes which attract thousands of people. These events will need to be licensed by the local authority with the correct health and safety procedures in place.



The National Trust (voluntary sector) works with Dorset County Council (public sector) to promote Corfe Castle to visitors.

The Travel Foundation is a registered charity which works with a number of public sector organisations in the course of its work on sustainable tourism, including Dorset County Council, the European Travel Commission and Orkney Islands Council.



Activity 59

Find details of one public/voluntary sector partnership in tourism in your own area or a nearby tourist destination and create a factsheet.

This activity will give you practice in completing Section C3

Destination management organisations (DMOs)

Many tourist destinations in the UK have DMOs, which exist to co-ordinate all tourism activity in their area and develop tourism's full potential in terms of visitor numbers and the economic benefits that tourism brings. DMOs work in partnership with public, private and voluntary sector tourism organisations, such as local councils, national tourist boards, accommodation businesses and visitor attractions, to make their areas as attractive as possible to existing and potential visitors.

Visit Dorset is a destination management organisation (DMO) for the county of Dorset which was set up to help support and grow Dorset's visitor economy. It is funded by Dorset Council and represents over 500 investing business members. It aims to maintain and develop the recognition of Dorset as a leading international visitor destination based on the quality and local distinctiveness of its natural environment and the quality and variety of its local businesses.

Did you know?

Experience Oxfordshire is the destination management organisation (DMO) for Oxfordshire. It is a not-for-profit partnership organisation that is committed to the promotion, management and development of Oxfordshire as a great destination to live, work, visit and do business. Through effective collaboration with local authorities and businesses spanning all parts of the visitor economy, it is working to ensure that Oxfordshire becomes a leading destination for tourism, culture and business.

DMOs work with partner organisations on a variety of projects, which may be short or long term. These could involve raising the profile of a destination, launching a new visitor attraction, developing a social media marketing campaign, organising staff training, hosting visits by travel journalists or grading tourist accommodation.

DMOs (destination management organisations) are found in tourist destinations all over the world. Examples include Visit California, Visit Florida and Destination Limoges.



Activity 60

Find details of one destination management organisation (DMO) in your own area or a nearby tourist destination and create a factsheet.

This activity will give you practice in completing Section C3

Advantages of partnerships

Travel and tourism organisations which enter into business relationships with others hope to benefit from a range of advantages, which could include:

- **Shared resources, skills and expertise** – organisations could reduce costs by sharing resources, for example using a centralised call centre operation for customer service enquiries. Skills and expertise found in one organisation could be shared across all partners, e.g. a member of staff could be very skilled in using social media platforms for advertising and promotion. Staff from one organisation with skills in customer care could lead more training across the combined enterprise, which would hopefully lead to greater customer satisfaction, better reviews and ultimately more customers and sales.
- **New ideas** – staff from partner organisations will have different ideas on new products, projects and developments, which could lead to new product development, expanding destinations used by a tour operator and increased sales.
- **Shared costs** – staffing and equipment costs could be spread across the partner organisations, which may also benefit from the reduced costs of supplies enjoyed by a bigger enterprise. If a number of organisations share the cost of a new project, then the financial risks involved are likely to be reduced.
- **Increased coverage, publicity and profile** – a bigger organisation is likely to have a larger budget to use for advertising and PR (public relations) activities, thereby increasing publicity and raising the profile of the organisation with customers and the general public.

Disadvantages of partnerships

Although partnership relationships in travel and tourism are generally successful for both parties, there are certain disadvantages, which could include:

- **Conflicting aims and priorities** – organisations looking to work in partnership may have different aims and priorities. A private company, for example, will want to maximise profits in all that it does, whereas a voluntary sector organisation may be more concerned with environmental protection or sustainability in travel and tourism. This could lead to conflict between teams.
- **Less flexibility** – bigger organisations often have strict policies in place for areas such as contracting, purchasing and paying suppliers, which can lead to problems for some staff who cannot act on their initiative.
- **Slowing down the decision-making process** – bigger organisations with more people being involved often means that decisions cannot be taken immediately and have to be discussed with senior managers in a number of partner organisations.
- **Difficulty in responding quickly to changes and events** – because a number of organisations have to be consulted and agree to any course of action, it may not be easy to respond quickly to a changing situation, such as a natural disaster or terrorist outbreak. Similarly, a larger organisation may be slower to take advantage of a market opportunity, for example the failure of a tour operator whose customers will be looking to book with another company at short notice.