

Factors that affect Travel and Tourism – there are many factors that affect where people choose to travel to and how organisations respond to these choices....

1) Economic Factors...these factors are dynamic and change all the time e.g.
Recession – a slowdown in economic activity, therefore people have less disposable income (the amount of money someone has left after paying their bills)...less disposable income normally reduces the number of people visiting global destinations.
Boom – the economy grows, people are more willing to spend disposable income on holidays.
Levels of employment – more people with jobs = more spending on holidays
Fuel costs – higher fuel costs = more expensive transport = less spending on holidays
Currency exchange – this is the value of a currency against another currency. If one currency is worth more it might give people from that country more buying power when travelling abroad.



2) Political Factors – countries can have different rules about who can come into their country. Political instability can also put people off visiting.
Legislation (laws made by a government) can affect who visits them e.g. the USA requires a tourist to prove they have enough money to support themselves during their trip.
Instability – civil unrest and war would reduce the number of tourists e.g. the ‘Arab Spring’ put people off visiting Tunisia.



3) Natural disasters – can destroy tourist infrastructure (facilities like roads, power supplies etc)
Geological Hazards (volcanic eruptions, earthquakes, tsunamis).
 Severe weather (flooding, drought, fire, tornados, avalanches)



4) Media – images shown can massively affect how popular tourist destinations are.
Negative – tourists can be put off if places are shown as cheap and rowdy (noisy)
Positive – places can appear to be interesting and attract tourists.

5) Safety Concerns – if people more vulnerable (at risk) it can put them off.
 Advice can be given showing tourists how to avoid theft, getting lost and having accidents.

6) Health concerns – a wide range of infectious diseases can affect tourists.
Malaria – high fever, sweating, nausea, vomiting
Cholera – diarrhoea, vomiting, dehydration
Typhoid – loss of appetite, high fever
 Many can be vaccinated (for example malaria). Some also have measures that can be taken to reduce the risk e.g. washing hands, carefully selecting where to get food and drink from or covering parts of the body to stop mosquitos biting you.



Responses to these factors

Responses by Organisations – they want to sell holidays to customers so they need to ensure they are safe when they travel. They can respond in the following ways;
Adapting products and services –
 a) Reduce the number of holidays sold to certain destinations
 b) Reschedule holidays (for example after a hurricane)
 c) Offer cut price holidays to encourage tourists back to destinations. (review pricing)
Adapting Procedures – change how they operate when faced with some of these factors. E.g. Training staff who work in tourist resorts in how to spot a possible terrorist threat.

Government Responses – they have a duty to protect people...
 a) Provide the public with up to date information
 b) Impose travel restrictions
 c) Promote positive images
 d) Improve infrastructure
 e) Introduce security measures



Voluntary organisations responses – many are concerned with the protection of historic building or preserving the environment. They can...
 a) Campaign for governments to make changes
 b) Raise awareness of issues (like tourist workers not getting paid enough)
 c) Raising Money (can be used in response to a natural disaster)
 d) Promote sustainable travel or conservation e.g. they could show how to manage the amount of fish that are caught and sold to tourists.

Factors that affect tourism

Impacts of tourism – these can be experiences by the destinations or the people that live there. Tourism brings both positive and negative impacts.

Social impacts – those that affect people and society.
Negative...
 Disruption to everyday life
 Loss of culture
 Increased crime
 Loss of traditional lifestyles
Positive -

Improved quality of life (based on higher income)
 Improved infrastructure
 Improved awareness of cultures



Economic Impacts – those that affect the economy (money)
Negative -
 Seasonal Employment
 Low paid jobs
 Leakage (profits from holidays “leaking” back to another country)

Positive -
 Increased Employment
 Positive multiplier (locals now have more money so spend it in other local businesses which creates even more jobs)



Environmental impacts –
Negative –
 Increased pollution
 Habitat destruction (through the building of infrastructure)
 Erosion (e.g. footpath erosion)

Positive –
 Money can be used for conservation
 Tourists can be educated about the environment
 Areas can be regenerated using tourist money

Sustainable management of tourism – tourism can be managed in a sustainable way. The following of methods to manage tourism sustainably.

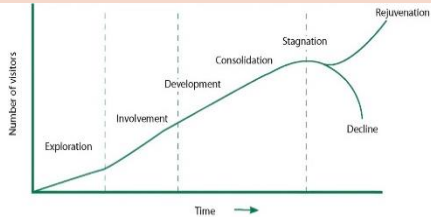
- 1) **Educate visitors** e.g. tell them how to dress and behave appropriately, how to show respect for cultures and religions
- 2) **Ensure the tourist infrastructure benefits all** – e.g. improvements in transport can improve locals quality of life, better water and sewerage systems can be used by all.
- 3) **Get locals involved in making decision** – give them a say so they feel involved
- 4) **Impose tourist taxes or other charges that can fund local community projects**
- 5) **Ensure locals have access to higher paid tourist jobs.** Offer them training and education while doing the job.
- 6) Encourage tourists to **buy from locals**, use local transport and eat in local restaurants – so their money stays local!
- 7) **Limit the number of tourists** e.g. issue permits
- 8) **Manage traffic** e.g. improve public transport, restrict cars, improve parking facilities
- 9) Impose **planning laws** to protect the area. Encourage building on brownfield sites (those already built on)
- 10) **Control resources** e.g. reduce water use by hotels, recycle waste.
- 11) **Protect Wildlife** – prevent tourists getting too close to animals on Safari, employ local guides.

Impacts of Tourism

Tourism Development

Throughout a tourists destinations life cycle it will experience times of growth (where it gets more popular) and decline or rejuvenation. Sometimes destinations might need to reinvent themselves to remain popular...this would require effective destination management.

Butlers Tourism Area Life Cycle (TALC) Model shows had destinations could go through 6 stages



- 1) Exploration** – smaller numbers visit an area because of something unique like a castle. Tourism is small scale and low key.
- 2) Involvement** – local people start to get involved by opening things like hotels and restaurants.
- 3) Development** – larger organisations (such as tour operators) start to get involved. Larger hotels are built and more jobs are created.
- 4) Consolidation** – Tourism becomes embedded in the local area. Many locals work in tourism, some older facilities begin to look old and untidy. At the end of this stage the resort may become unpopular with certain groups.
- 5) Stagnation** – Number of visitors levels off due to the negative image of the place. Some local businesses may have to reduce price or close down.
- 6) Decline** – numbers of tourists falls dramatically – mainly budget tourists come, many smaller hotels close or **rejuvenation**...where new investment makes the area more attractive .

Emerging Destinations – locations that have grown in popularity over the last 10 years

Characteristics of emerging destinations

- Visitors seek adventure – they offer authentic experiences in unspoilt destinations...there is limited awareness of these destinations
- Difficult to access from overseas – they are often remote with poor transport links. They might be far from nearest airports.
- Basic infrastructure – may not have energy or water from a national network
- Traditional lifestyles still exists (which can add to the attraction for tourists)
- Low numbers of visitors
- Limited awareness



e.g. Baku in Azerbaijan....it is the capital city and has modern skyscrapers alongside the old city....because of the exchange rate it is quite cheap for visitors from the UK to visit there.

Mature Destinations – these have been popular tourist destinations for more than 20 years e.g. Tenerife

Characteristics of mature destinations

- Mass tourism – large numbers of visitors (normally travelling on a package holiday)
- Fully integrated transport links – many link to travel there from the rest of the world
- Fully developed infrastructure - linked to national network for energy, water, sanitation etc
- Damage to natural and cultural features by mass tourism
- Advertising and marketing of the destination attract more tourists
- The local economy often relies on tourism (due to the number of jobs related to it)



e.g. Los Gigantes, Tenerife Popular with British tourists but this has changed the culture, many now speak English in restaurants, some local road signs written in English.

Destination Management – tourism resorts often want tourists to come because of the **benefits (like jobs) they create. However, to avoid decline the resorts have to be managed....**

Management by **national governments** – **Control of outbound travel** – through restrictions and travel bans...for example banning football hooligans travelling abroad to matches.

Control of Inbound Travel – a controversial topic....for example, Donald Trump banned travellers from certain, mostly Muslim, countries.

Security Measures – airports and seaports employ security staff to check people and products coming into the country.



The government can also develop **transport networks** to encourage tourism. For example, improved road, rail, sea and air links would encourage increased tourism. **Transport hubs** (one central transport location with lots of links – like a major train station) often play a vital role **Communication** links – for example internet access can develop tourism. The UK government is improving internet access in more rural areas...which might increase the number of tourists.

Governments can help **attract funding or provide it themselves**. For example, they can und their own improvements in transport or encourage private sector organisations to fund them. Governments can also encourage **international events** (for example hosting the Olympics or a World Cup) which also brings tourism.

Governments play a key role in promoting **sustainable tourism**....

- They can create laws to improve conditions (like pay) for tourist workers
- They can help support 'local' business such as getting tourists to stay in local b&b's
- They can reduce negative impacts of tourism such as banning drinking in the street in Magaluf.

Governments can also create taxes, rules and regulations

Taxes – charging tourists a tax can help fund improvements in the resort **Rules** – (not laws) but advice about how tourists should behave. For example, the Countryside Code in the UK advises tourists about how to act in the countryside (don't drop litter etc)



Partnerships in Destination Management – these are when different organisations work together to manage a destination

New Tourism Developments – often needs the public and private sector to work together. For example the public sector might allow the construction (by the private sector) of a new hotel that will help regenerate the area. Transport links – public sector and private sector money might be used to build transport facilities together. Rejuvenating town centres – could be encouraged by the public sector (by relaxing planning laws) so private sector firms redeveloped abandoned shops/hotels etc.



Voluntary sector organisations (like an Aid agency) will also play a role in management. For example, TUI provides money for organisations like the Red Cross, in return they get good publicity. The National Trust (voluntary) works with the public sector to protect historic buildings in the UK. **National Trust**

Destination Management Organisations – are partnerships between lots of tourism agencies that help manage tourism e.g. Visit Britain



They can

- Raise the profile of the destination (marketing)
- Launch new products (e.g. have a website to show what is happening in the destination)
- Provide funding to help boost tourism