

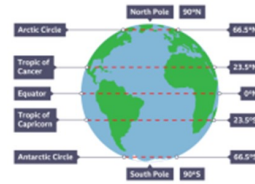
Year 12 Travel and Tourism— Unit 2 Global Destinations

Learning aim A—Geog awareness, locations & appeal:



Awareness & scale—know your geography & global locations!

- Southern hemisphere—good for winter sun from N-H countries & vice versa. S-H summer is N-H winter, all seasons are opposite.
- Closer to the equator = hotter, tropical climates e.g: Brazil
- Tropics = hot, desert climates e.g: Northern Africa
- Higher latitudes = temperate climates and seasonal e.g: UK, Ireland
- Poles = cold all year e.g: Arctic



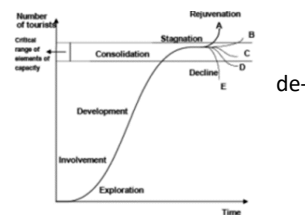
Feature & appeal of destinations—

natural beauty, natural attractions, natural phenomena, climate, weather etc. People are attracted to areas for their natural features Examples include volcanoes, the northern lights, lakes, rivers, mountains and various climates depending on holiday type e.g: skiers would want cold and snow.

Built attractions are the opposite. These are purpose built for tourist or historically built site that were not originally intended to be but are now attractions. E.g: Alton Towers or Buckingham Palace. UNESCO sites are highly protected heritage sites.

All tourist attractions, natural or purpose built, need to have facilities and amenities to suit the needs of a wide variety of travellers. These include developed transport links, varied types of accommodation., events and entertainment, local culture experiences and other things to do.

The Tourist Area Life Cycle (TALC) explains the stages of development of different global destinations



Appeal & types of tourism—different destinations support different types of tourism which include cultural/religious, dark, leisure, nature, sports, adventure, wellness, business and education. Destinations have different features and facilities to cater for various types or specifically one type. Some examples: Pripyat in Ukraine is catered to dark tourism as the site of the Chernobyl disaster. Spain's Costa Del Sol is popular for leisure tourism. South America is popular with adventure tourism and Iceland for nature tourism

Learning aim B—Adv & disadv of travel options globally:

A hub or a gateway is a place where travel can begin or end. Examples include stations, ports & terminals. The availability of these, proximity to destination and facilities available at them, as well as on the mode of transport, can greatly influence travellers plans.

Transport	Examples	Advantages	Disadvantages
Plane	Scheduled, charter, low-cost, luxury & private. Run by <u>airlines</u> .	Far reach of routes, Budgets to suit all, fast & efficient	Airports can add to journey time greatly, Can be expensive
Train	Long distance, serviced, heritage & luxury.	Cheaper than flying, Luggage allowance is larger	Timetables can be unreliable & delays common, Takes longer than flying
Ferry	small connection ferries & larger car ferries.	Take your car with you, More luggage, Cheaper & safe	Sickness common, Limited crossings, Facilities vary
Cruise	International ocean crossing, river cruises & fly cruises.	Floating holiday resort, Huge variety in facilities, services & routes.	Expensive & time consuming, Sickness common.
Car	Personally owned or hire car.	Extensive road routes, Lots of rest areas, Easy & comfortable.	Congestion, Fuel is expensive, Tiring & higher risk.
Taxi	Hackney cabs, private cars, mini cabs, Uber & Bolt.	Good value for short journeys, Avoid public transport.	Costly on long distances, Need to ensure it is a licensed taxi.
Bus/coach	National, international, inter-city, sightseeing.	Much cheaper, Convenient to see at attractions.	Takes longer, Limited facilities, Route & stops fixed.

Year 12 Travel and Tourism— Unit 2 Global Destinations

Learning aim C—itineraries, costs & suitability.

- Sources of travel info: brochures, websites, atlases, travel guides, timetables, travel agents, visitor centres, tourist boards & gov advice (FCDO). Factors to consider when choosing plans for yourself or someone else: timings, convenience, safety, security, service, comfort, risk, facilities & suiting wants/needs.
- Different demographics will have varying needs & wants. This can depend on class, wealth, age, sexuality, race, religion & many other factors. Wealth will also play a role in what customers want. These customers are more likely to pay for convenience & comfort such as business class flights etc.
- Itineraries are documents including all travel arrangements made for or by a customer. These include travel arrangements, accommodation, excursions, meetings (for business travellers), attractions, car hire etc. All costs, dates & details will be included such as reservation numbers, flight numbers, entry requirements, currency needed etc.
- The cost of a holiday is often one of the most important factors for visitors. People consider overall cost, discounts available, extras/add-ons such as baggage & booking fees, exchange rates & any additional taxes/expenses.

Customer type	Needs to consider
Families	Luggage, buggies, seats together, cots, changing facilities & bottle warming.
Senior citizens	Lots of time, want luxury/comfort, off-peak, mobility/health issues.
Couples	Adults only, more money, sabbaticals. may be older or younger.
Young people	Gap-years, budget friendly, partying.
Customers with special interests	Will have specifics based on interest—skiing, wine tours etc..
Corporate travellers	Convenience, flexibility, wi-fi, comfort, easy.
Groups	Large numbers, seats and room availability
Customers with specific	Mobility, assistance, languages, braille/SL?
Travellers with phobias	Fear of flying/sea travel? Alternative routes?

Learning aim D— consumer trends, motivating & enabling factors, effects on popularity & appeal of destinations.:

Various factors can motivate & enable people to visit global destinations. If destinations fail to meet expectations of customers, they will be less motivated to go there as it will appeal to them less. Organisations & destinations sometimes target different demographics. These need to be aware of the changing trends for that demographic. For example, grey gappers is the term given to elderly people who are now choosing to take a gap year later in life. So organisations need to ensure they have products & services to cater for this.

Destinations will track demographics as well as where their visitors are coming from to ensure they cater to all. Recent changing trends in travel have been the rise of intergenerational holidays, adrenaline seekers, silver surfers, grey gappers and the use of technology in travel. Travel trends tend to follow whatever is popularised in media. For example, adventure “back to basics” holidays have been made popular by Bear Grylls’ TV shows. Dubai is a growing destination because of influencers on social media platforms showing off lavish trips there etc..

Learning aim E—factors affecting the changing popularity & appeal of destinations

Destination need to be aware of changing consumer trends & things that will affect them . Failure to do this will lead to a decline in popularity. The factors are below

Political	Civil wars/unrest, legislation & laws, policies, visas, permits & safety can all be political factors affecting appeal. The FCDO provide info for UK travellers
Economic	Exchange rates influence how much tourists need to take, currencies can fluctuate & cost of visiting can be very different.
Accessibility &	If a country does not have tourist infrastructure, people will not want to visit as it will making travelling difficult & unsafe in places.
Image & promotion	Advertising & marketing draw in travellers. DMOs such as VisitBritain are in control of marketing a destination for tourists.
Natural disasters	Travel will be less appealing if an area has suffered a disaster such as an earthquake or volcano. This can also disrupt travel (2010 Iceland)
Climate & weather	Climate can be the reason people visit & create seasonal tourism. Skiers will want snow, sun worshippers want hot countries etc..