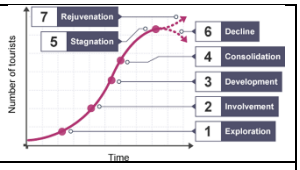
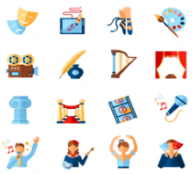
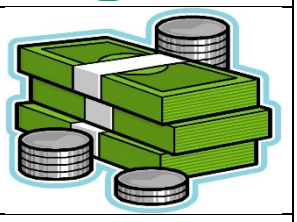
Component 3: Global Influences on Travel & Tourism

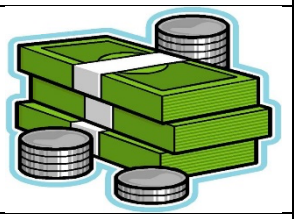
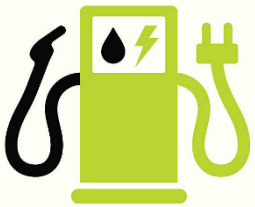
Revision Guide

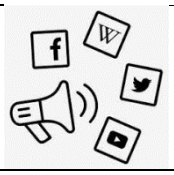
Glossary

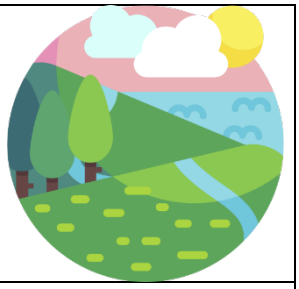
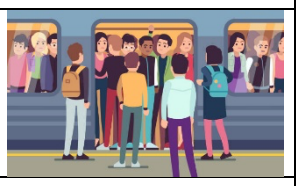
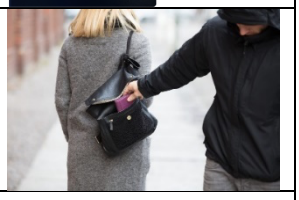
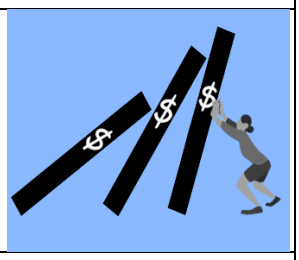
Air pollution	When harmful substances are added to the air e.g. from car exhausts.	
Airport Passenger Duty	A UK tax added to all airport tickets.	
Avalanche	A mass movement of snow and ice down a mountainside.	
Bartering	Debating the price of an item, arguing to lower the cost.	
Biodiversity	The number of different types of plants and animals in a particular place.	
Boom	A period of economic growth. Businesses grow, people generally have more money and spend more.	
Blizzard	A severe snowstorm with high winds	
Bribery	Asking someone for money to persuade you to do something illegal or dishonest.	
Building Regulations	design and construction standards set by local government to ensure health and safety of people.	

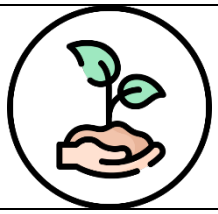
Butler's Tourist Area Life Cycle (TALC) model	A model to show how tourist destinations might change over time	
Characteristic	A feature or quality belonging to a person, place or thing.	
Civil Unrest	Riots, demonstrations or strikes which are causing uncertainty or instability within a country.	
Compensation	Money awarded to someone to recognise they have suffered or lost out.	
Conservation	Protecting the natural environment for current and future.	
Consolidation	making a place more able to cope with tourism	
Culture	This is a complicated term which has different meanings: 1. the ideas, customs, and social behaviour of a particular group of people. 2. The art and creations of a particular group of people	
Cultural Awareness	Understanding the cultures and traditions of the place your are visiting.	
Cultural Features	A distinct feature of a place that is valued for their historical or social importance e.g. castle, ancient ruins	
Currency Exchange Rate	The value of one country's money in relation to another.	
Customer Financial Protection	Laws and rules that protect customers when they spend money.	
Cyclone	A severe tropical storm with violent winds.	
Departure Tax	A tax passengers have to pay when leaving a country.	
Disruption	Delays or problems which interrupt a journey or holiday	

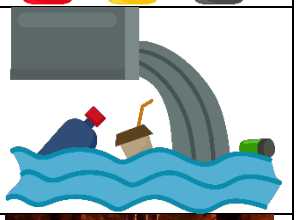
Drought	A long period of low rainfall, leading to a shortage of water.	
Early Warning Systems	A system which helps warn people of extreme weather or natural disasters which are on their way.	
Earthquake	A sudden violent shaking of the ground.	
Economic	Things relating to the total amount of money a country makes.	
Economic Impacts	The effect of the actual amount spent by tourists and indirect effects on the local and national economies.	
Economic Leakage	Money spent within a country doesn't add to that country's economy – instead going to large companies from other countries.	
Emerging Destination	are places tourists visit that have recently grown in popularity.	
Endemic	Diseases which are permanently present in a region or population	
Environmental Degradation	This means the wearing down of the natural environment.	
Environmental Impacts	Impacts on the natural environment like land, plants and animals.	
Epidemic	an outbreak which affects many people at one time and can spread quickly.	
Evacuation	Removing people or telling them to remove themselves from an at-risk area.	
Facilities	Buildings, equipment and services that can be used to improve the visitor experience at a destination.	

Flooding	Where a large area of land is submerged by water.	
Foreign & Commonwealth Office (FCO)	A part of the UK government responsible for looking after national security. They give travellers advice on where it is safe to travel to.	Foreign & Commonwealth Office
Foreign Currency Earnings	Foreign currency earnings are the amount of money a country makes through the arrival and spending of inbound tourists. They	
Foreign Owned Companies	Companies which are owned by someone or several people who do not live in that country.	
Footpath Erosion	when many people use the same footpath over and over again, the footpath can become worn down.	
GDP	The total amount of money a country has. (It stands for Gross Domestic Product)	
Habitats	The natural places where animals live.	
Heritage	Features which represent the culture or history of a place.	
Hotel or City Taxes	Most European countries charge a per person per night fee to stay in a hotel.	
Hybrid Cars	Hybrid cars have both a petrol and electric engine, which helps reduce carbon emissions	
Hurricane	A tropical storm with violent winds.	
Infrastructure	The basic systems which help an area to function, e.g. roads, electricity supply, water supply.	

Integrated transport	different modes of transport in a city easily link together to provide customers with easy, straightforward and convenient journeys	
Landslide	A collapse of earth or rock from a mountain or cliff.	
Leakage	Money spent within a country doesn't add to that country's economy – instead going to large companies from other countries.	
Legislation	Laws	
Living Standard	the quality of housing, comfort, and wealth experienced by people	
Local government	The local council for a particular area, e.g. a town or city.	A&W ADUR & WORTHING COUNCILS
Marketing	Promoting your products and services, advertising.	
Mature Destinations	Places tourists visit that have been and continued to be popular over a long time.	
Multiplier Effect	Where one business growing helps other businesses to also grow and make more money.	
National government	The government of a country.	
National Parks	A protected place, which is looked after because of its special natural qualities.	

Natural Features	A distinct feature of a place that is created by nature e.g. beach, river, mountain, forest	
Noise Pollution	Harmful or annoying levels of noise.	
Operational Procedures	The usual systems an organisation follows, their normal ways of working.	
Overcrowding	When too many visitors go to one place and it becomes uncomfortable or even dangerous.	
Pandemic	an outbreak which affects many people at one time and can spread quickly, possibly over the whole world.	
Passport	A document which gives the holder the right to travel to other countries	
Pickpocketing	The stealing of purses, wallets or mobile phones from someone's pockets.	
Planning Permission	Consent from a local government to build	
Political	Relating to the government.	
Political Instability	When the government is at risk of collapsing, possibly due to war.	
Positive Image	An organisation being seen as good, helpful, and reliable.	
Public Relations	How the public view a company or organisation.	
Recession	A long period of time where the economy doesn't grow or may begin to shrink. People generally have less money and may have to pay more tax.	
Regeneration	built areas can be 'regenerated', which means renewed or improved.	
Regional Government	The government of a region e.g. county or district.	west sussex county council
Rejuvenation	The action of restoring and improving a place	
Repatriation	The return of someone to their own country.	
Resentment	Some destinations can become overwhelmed with visitors and the local people can feel	

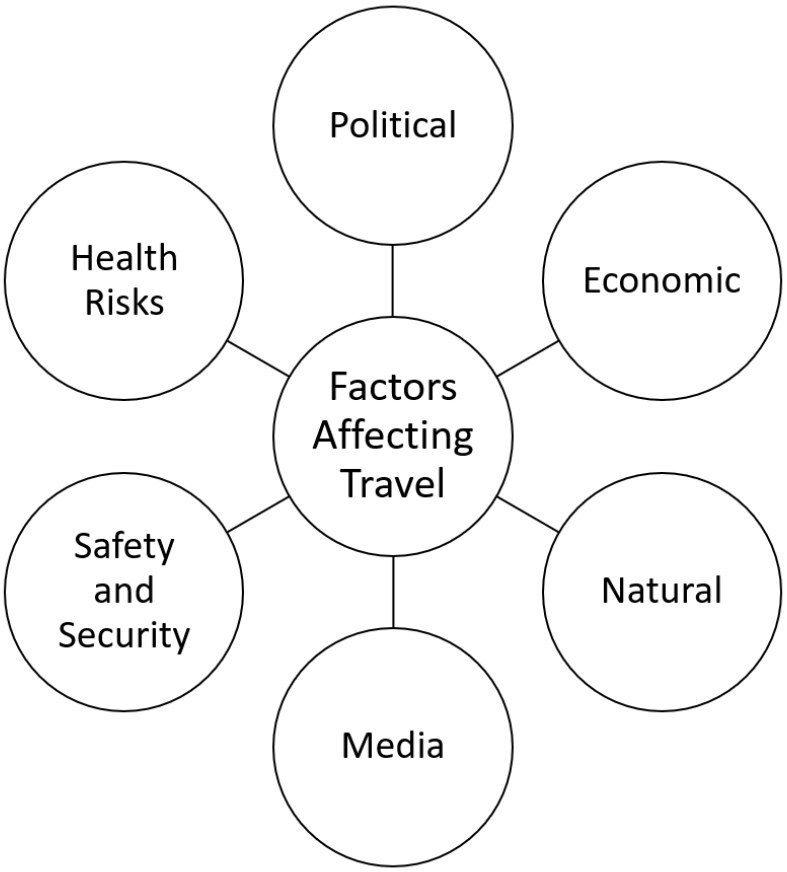
	angry about how they use the area or how they behave, especially if they do not respect local culture.	
Safety Deposit Box	A secure container where people can store their valuables.	
Sociocultural impacts	Changes to the everyday lives of people living in global destinations (host communities) and to their values, customs, traditions, arts and way of life	
Staged authenticity	some destinations may 'stage' cultural traditions or rituals for tourists to watch.	
Stagnation	lack of development or growth in a place.	
Street Furniture	Objects placed in the street like benches, post boxes, plant pots.	
Sustainability	Making positive choices for the current and future economy, society and environment.	
Tax incentives	A government measure to encourage businesses to set up in a particular area.	
Tipping	Giving someone extra money for the service they have provided for you.	
Tornado	A fast moving rotating wind system.	
Traffic Congestion	A high number of vehicles creating slow traffic and queues.	
Transport Police	A branch of the police which monitoring transport, especially railways.	
Travel Restrictions	Limiting the type of number of visitors to a particular country or location.	
Tsunami	A large wave caused by an undersea earthquake.	

Unemployment	The number of people in a population who do not have jobs.	Unemployment
UNSECO World Heritage Site	A place designated as having 'outstanding value to humanity', and therefore being carefully protected.	
Urban Renewal	The redevelopment of large areas in cities.	
Vaccination	A treatment which prevents you from getting a disease, usually an injection.	
Value Added Tax (VAT)	A tax applied to various products and services, used the in UK and EU. This is not just paid by tourists, but all citizens, however tourists will also be paying towards it when they purchase products and services.	
Visa	A document which gives the holder permission to travel to a particular country.	
Visitor Spend	The amount of money visitors spend in a destination.	
Volcanic Eruption	When lava and gas are released from a volcano	
Waste Management	Dealing with waste, including rubbish, sewage and recycling.	
Water pollution	When harmful substances enter the waterways like rivers or the sea.	
Wildfire	A large destructive fire which spreads over woodland.	
Unemployment	The number of people in a population who do not have jobs.	

Learning Aim A: Factors that influence global travel and tourism

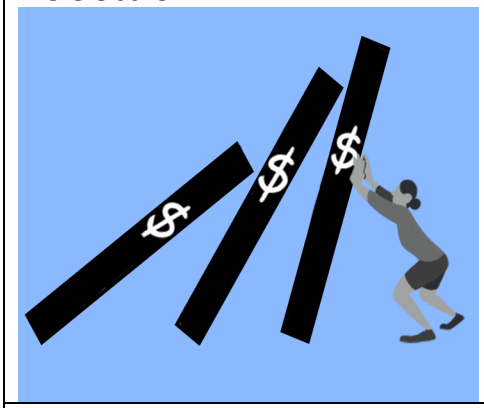
A1 – Factors that influence global travel and tourism

There are a wide range of factors which affect travel & tourism. They may include the following:



Economic Factors affecting Travel & Tourism

1. Recession and Boom Cycle: the economy goes through cycles of recession and boom.

Recession 	A long period of time where the economy doesn't grow or may begin to shrink. People generally have less money and may have to pay more tax.
Boom	A period of economic growth. Businesses grow,

	people generally have more money and spend more.

2. Levels of Employment: when unemployment rates are low, people may have more money to spend on holidays. They may also spend more money while they are on holiday.

3. Changing cost of fuel: The cost of fuel may affect how affordable travelling is. We've seen this recently in the UK with a huge change in petrol prices from 2020 when during lockdown, petrol prices were very low, and in 2022, petrol prices have been extremely high.

4. Changing currency exchange rates: The value of different currencies can change in relation to each other. This can affect how affordable it is to visit a particular destination.

Political Factors affecting Travel & Tourism

1. Different types of legislation & reasons for legislation: there are different laws which help protect visitors and may affect Travel & Tourism companies. Add an example to each of the types of legislation below.

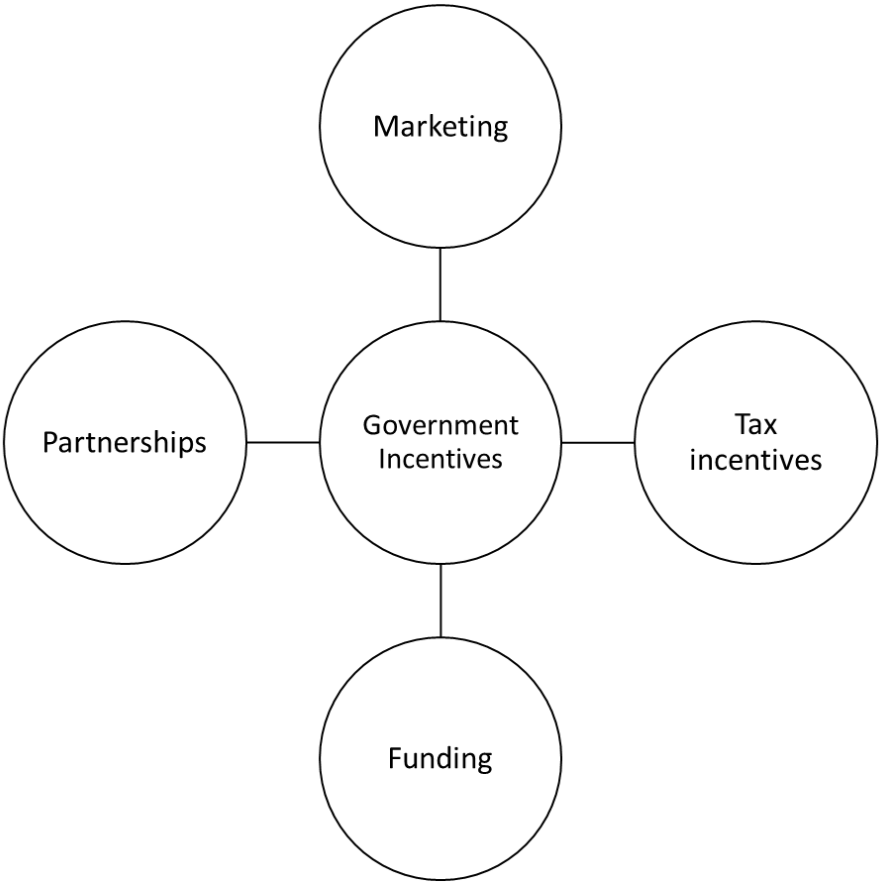
Legislation	How this affects Travel & Tourism	Reason for legislation
Health & Safety Laws	Helps to ensure visitors are kept safe when they visit travel and tourism attractions.	**Visitor Security** – helps keep visitors safe.
		Customer Financial Protection – makes sure visitors' expectations are met because they have a safe experience.
Employment Laws	Laws may help organisations employ people just for their busy seasons.	**Equality –** employment laws ensure that employers cannot discriminate on the basis of factors like ethnicity, gender or sexual orientation.
Planning Laws	Planning laws can help protect historic places	**Developing services and facilities** – some laws can reduce taxes or provide incentives for developing

	which are used as visitor attractions. They may also protect natural features from being built on.	tourist facilities, especially sustainable ones.
		Controlling Development – laws help protect historic or natural places and may also stop tourist facilities being built in places at risk from natural disasters.

2. Trade, airport and other taxes: taxes such as the ones below can add to the cost of travelling.

Airport Passenger Duty (APD)	In the UK, this tax is added to all airport tickets. The cost depends on the distance of the destination from London – for example it is £6.50 for domestic flights and up to £91 for the furthest away locations.
Departure Tax	Countries like Australia, China and Egypt charge a departure tax for when someone uses an airport to leave the country. The tax in China costs around £15.

3. Passport and visa / entry requirements: different countries have different entry requirements. This may include requiring a visa, which visitors have to apply and pay for
4. Government promotion: governments can promote tourism in a range of ways. This may include the following ways:



5. Political Instability: an unstable political situation can have a negative impact on tourism. This may include:

Civil unrest	Riots, demonstrations or strikes which are causing uncertainty or instability within a country.
War	The threat of war can have an impact on tourism to a country, whether this be civil or international war. This includes some countries which are safe to travel to but have regions with a risk of war.

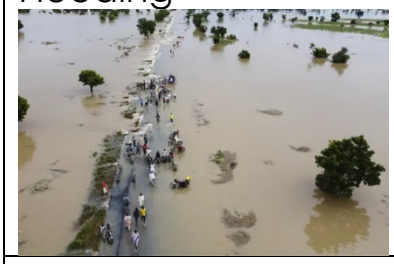
Natural Factors affecting Travel & Tourism

1. Natural Disasters:

Volcanic Eruptions	Earthquakes	Tsunami

Landslide	Avalanche	

2. Severe weather events:

Flooding 	Drought	Wildfires
Hurricane / Cyclone	Tornados	Blizzards

3. Effects on businesses: these hazards may affect businesses in some of the following ways.

Disruption/ Cancellation	Travel may be disrupted if roads are closed or railways damaged. Flights or sailings may be cancelled.
Compensation / Refund costs	If customers holidays or visits are disrupted or cancelled, their tickets may have to be refunded. Compensation may be offered if a natural hazard negatively affects someone's holiday experience.
Repatriation	Visitors can become stuck in a country due to a natural hazard; they will then have to be returned to their own country. This is called repatriation.

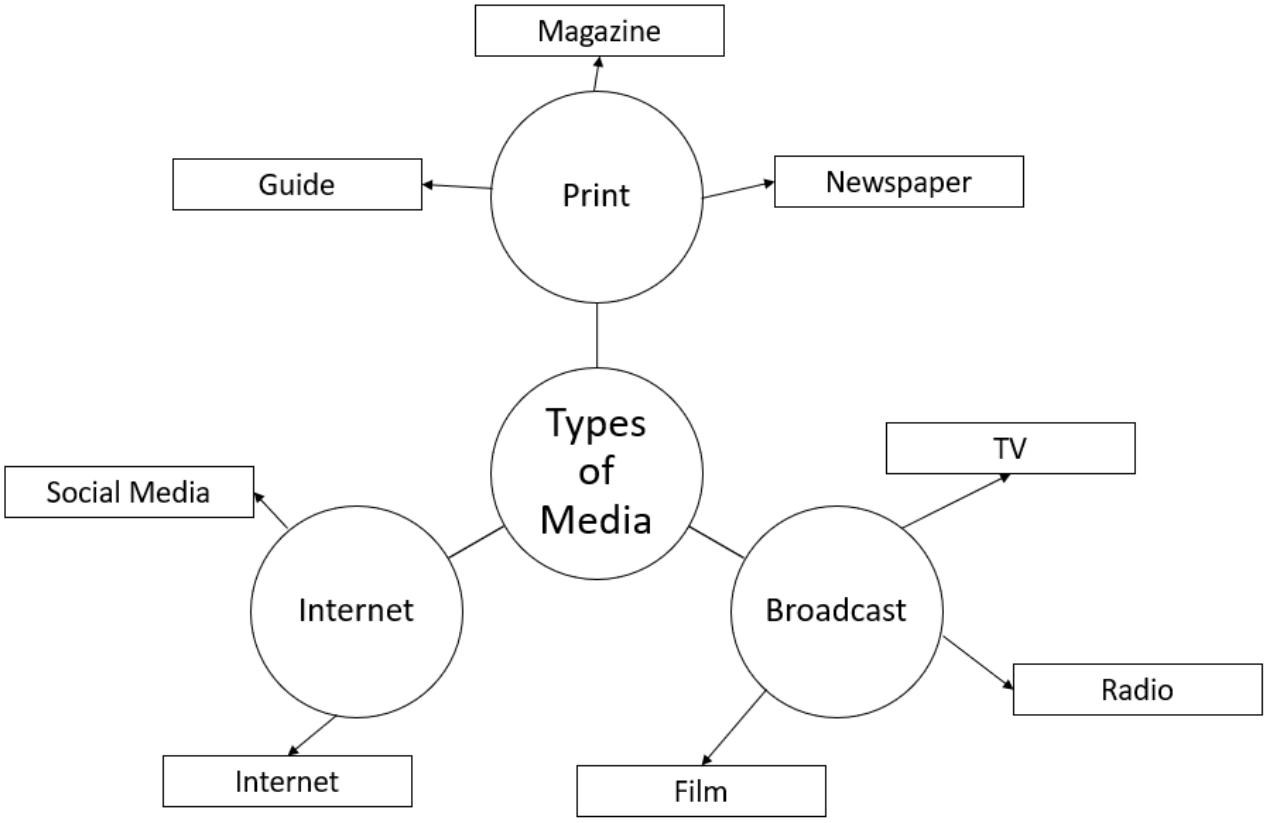
Evacuation	Tourists (and residents) may be encouraged to evacuate if there is warning about a hazard. This may mean moving to another area for the rest of their holiday.
Impacts on future customer numbers/bookings	Tourists may have a more negative image of a destination or attraction if they know a natural hazard has happened there. This may reduce how likely they are to book again or put other customers off booking.

4. Effects on destinations: destinations may be affected in the following ways.

Rebuilding infrastructure	Following a hazard, destinations may have to spend a lot of money rebuilding roads, buildings and services.
Early warning systems	For some hazards, an early warning system can be put in place. This would warn people to evacuate or take precautions.
Building Design	Building designs may be adapted to cope with hazards, for example buildings can be made more earthquake resistant.
Positive Impacts on Tourism	Some hazards can become attractions – for example, minor volcanic eruptions are a tourist attraction in Iceland.

Media Factors Affecting Travel and Tourism

There are a wide range of types of media which can affects people's opinion about a destination. They can have both a positive and negative impact on people's views about a place. This includes:



Safety and Security Factors

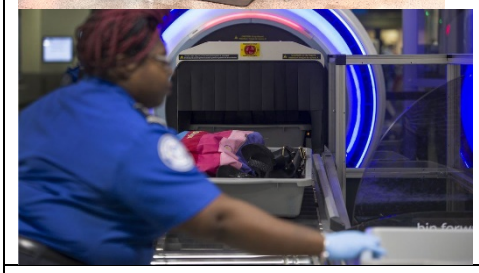
1. Personal Safety and Security: Tourists may face a range of risks to their personal safety and security, with some destinations having higher risks than others.

Theft	Vehicles, hotels and holiday apartments can all have a risk of theft.
Pickpocketing	The stealing of purses, wallets or mobile phones from travellers' pockets can be a risk.
Physical Attacks	There can be a higher risk of attacks or assault in some places, particularly of sexual assault for women travelling alone.
Accidents	Some countries have a much higher risk of road traffic accidents. The risk can also be higher if visitors do not know the rules of the roads.

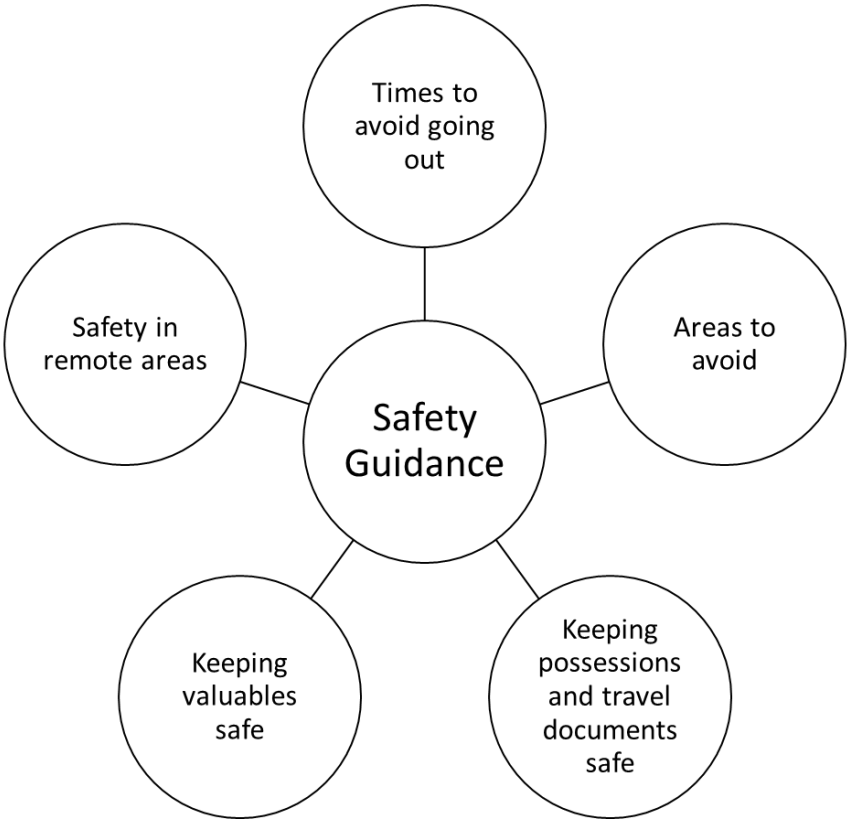
Bribery	Corrupt officials like police officers may ask for bribes from tourists and threaten more serious consequences if they are not paid.
Getting lost	There is a higher risk of getting lost in an unfamiliar place if the signage is poor and / or in another language. Tall buildings can mean that GPS signal is not a good which can also increase the risk of getting lost.
Dangerous wildlife	Venomous snakes or insects can pose a risk to travellers. There is also a risk some animals can pass on diseases, such as stray dogs who occasionally pass on rabies.

2. Safety measures: safety measures can be implemented by authorities, travel and tourism organisations and transport providers.

CCTV	CCTV is used to help promote safety. CCTV should help to put criminals off committing crimes such as theft or physical assault.
Transport Police	The transport police are a branch of the police who monitor safety and security on transport networks, especially railways.
Body and luggage scanners	These help to ensure that no visitors are bringing dangerous or prohibited items onto aeroplanes. They can also be used at some tourist destinations to scan bags before entry.

  	
Emergency Phone numbers 	Travel & Tourism organisations may give tourists an emergency number to call in case they have any issues while on holiday. This may mean a local representative will be able to come and support them.
Safety Deposit Boxes 	Many hotels provide safety deposit boxes, where travellers can keep valuables while they are on holiday.
Security Staff 	Many transport providers and tourist attractions have their own security staff, to help ensure the safety of their customers.

3. Safety Guidance: Visitors need to be aware of local culture and customs which may affect their safety and security. In the UK, a lot of this advice is issued by the FCO (Foreign & Commonwealth Office). It may include:



Health Risk Factors affecting travel and tourism

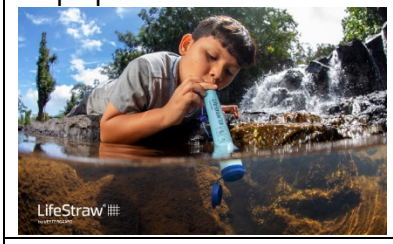
1. Types of health risk: the tables below outline some of the health risks travellers may face. For each disease, look up some of the symptoms to complete the able.

Endemic diseases: diseases which are permanently present in a region or population		
Disease	Description	Symptoms
Malaria	An infection spread by mosquitos, which can be fatal is not treated.	
Yellow Fever	A disease spread by mosquitos, which is usually mild although can develop into a very serious infection.	
Cholera	An infection usually spread by drinking contaminated water, or eating food washed in contaminated water. It causes	

	severe diarrhoea and can become serious very quickly.	
Typhoid	Typhoid is an infection which is usually spread when poor sewage systems or sanitation mean that infected people cannot wash their hands after going to the toilet, or their sewage gets into water supplies. If typhoid isn't treated with antibiotics, it can become fatal.	

Epidemic / Pandemic: an outbreak which affects many people at one time and can spread quickly.		
Disease	Description	Symptoms
Norovirus	Norovirus is a vomiting bug. It is very contagious and spreads quickly, although it isn't usually serious.	
Avian/ bird flu	Bird flu is a type of influenza which affects birds. Occasionally, some strains can infect people, although they aren't usually easily transferred from person to person.	
Zika virus	Zika is a virus spread by mosquitos. It is usually mild, but it can cause very serious problems for women who are infected while they are pregnant as it can affect the baby's development.	
Coronavirus	Coronavirus is a virus spread by close contact with someone else who has the virus. In 2020 the Covid-19 pandemic created huge impacts around the world.	

1. Protection against health risks: there are various ways travellers can protect themselves against health risks:

Vaccinations	The spread of some diseases can be prevented using a vaccine
Medicine	Some diseases can be prevented through medicine. Malaria is an example of this – tablets can be taken to reduce the risk of catching the disease.
Protective Clothing	The risk of catching a disease spread by mosquitoes can be reduced by wearing clothes which cover your arms and legs. You can also buy clothes which has mosquito repellent embedded in them.
Equipment 	Some equipment can be useful to protect people from diseases. An example is 'lifestraw' which filters unsafe water to make it safe for drinking.
Insurance	By having the right insurance, travellers can make sure that they can access any healthcare or medication they may need in case they do have a health issue while travelling.
Hygiene	The risk of many diseases can be prevented by good handwashing.
Food and drink choices	In some countries, the tap water is not safe to drink, and travellers should drink bottled water. Raw foods washed in such water can also pose a risk – so avoiding things like salad can reduce the risk.

A2 – Response to Factors

Responses by Travel & Tourism Organisations

Travel and Tourism organisations may have to respond or adapt to many of the factors we have learned about. Some of the most common responses are:

Adapting or developing new products and services	Organisations may change the products that they offer in response to a factor like unrest or a natural disaster. They may also develop new products and services if a destination has an increased appeal.
Adapting operational procedures	Organisations constantly review their procedures to make sure they are effective. For example, safety measures at airports have improved, with baggage and body scanners now becoming common.
Reviewing destinations offered	Organisations may decide that it is not safe or profitable to continue offering holidays to a particular destination. Alternatively, they may add new destinations as a result of positive media.
Reviewing Pricing structures	If a destination is affected by a disease, natural disaster or by civil unrest, an organisation may choose to reduce the price to try and continue attracting tourists. Organisations may also have to review their prices as a result of fuel price increases or other economic factors.
Managing public relations	Organisations will try and manage public relations if a problem occurs with a destination. For example, if tourists are affected by severe weather, they may offer compensation to try to reduce the negative publicity created.

Government Responses

There are different levels of government, who may respond to these factors in different ways:

Local Government	The local council for a particular area, e.g. a town or city.

ADUR & WORTHING COUNCILS	
Regional Government west sussex county council	The government of a region e.g. county or district.
National Government 	The government of a country.

Some of the ways Governments may respond are listed below.

Providing the public with up-to-date information	**Local** or **regional** governments may provide information about road or railway issues, or weather warnings. **National** governments usually give travellers advice and information about travelling overseas.
Imposing travel restrictions	**National** governments may impose travel restrictions, for example banning arrivals from particular countries. They can also restrict travel by requiring visitors to have a visa to travel. During the Covid-19 pandemic, many national governments enforced strict travel restrictions.
Promoting a positive image	**Local** governments may promote a positive image about their local area, for example using adverts on buses or at train stations (like 'Visit Sunny Worthing'). **National** governments may target a particular market, for example the UK government has a focus on promoting visits to the UK in China. Governments may increase the amount they invest in this kind of promotion if one of the factors means fewer tourists visit.
Encouraging Employment	**National** governments may provide funding or support to help tourist organisations create more jobs. For example, the 'Eat out to Help out' scheme in the Covid-19 pandemic helped restaurants employ more people for the summer holiday season.

	National governments may also invest in training or support for jobs in the travel and tourism industry, for example creating apprenticeship schemes.
Improving infrastructure	**National** governments may invest in improving infrastructure for a particular event, for example when a country is hosting the Olympic, huge amounts of money are put into developing good road and railway networks. **Local** governments may use traffic information to help understand whether tourists are having a negative impact on travel, and invest on improving transport access in these areas. **Regional** governments might focus more on improving infrastructure between parts of the country, or from transport hubs like airports to the rest of the region.
Introducing or tightening security measures	**National** governments may consider introducing or tightening security measures, particularly when tourists enter and exit the country. **Local** governments may advise or support attractions to introduce their own security measures, such as bag checks.

Responses by Voluntary Organisations

The main aim of voluntary organisations is to create social impact rather than make a profit. They may help respond to factors affecting travel and tourism in a range of ways:

1. Promoting sustainability, conservation and protection: organisations may respond to economic, political or even health issues by promoting sustainable travel. They may also work to conserve or protect places, for example helping to rehome animals affected by wildfires.
2. Campaigning for governments to affect change: voluntary organisations may campaign about issues related to tourism, and work with governments to improve their responses to tourism issues.
3. Raising awareness of issues: voluntary organisations may promote issues within tourism and try to create change. For example, poor working conditions, or how large international organisations treat local people and areas.
4. Raising funds: voluntary organisations can play a key role in providing funds following a natural disaster. The funding provided may include helping tourists be repatriated to their own countries. There may also be support for local businesses to help them recover.

Aim B: Impact of Travel & Tourism Sustainability

B1 – Impacts of Tourism

1 – Sociocultural Impacts

Sociocultural Impacts	Changes to the everyday lives of people living in global destinations (host communities) and to their values, customs, traditions, arts and way of life

Positive Impacts:

Improved quality of life: many people are employed in tourism, and as their income improves, their quality of life improves.	**Access to facilities:** As more tourists come to an area, more facilities like restaurants, shops and sports facilities are built, which local people can also enjoy.	**Improved transport:** tourism may result in improvements in road and rail links, particularly to and from airports.
Improved essential infrastructure: as destinations are built, essential infrastructure like clean water supply, electricity supply and internet connection are often built or improved.	**Improved healthcare:** Most tourists expect a reasonable level of healthcare, so healthcare facilities may be improved in order to help attract tourists, this will also benefit locals.	**Improved cultural awareness:** Tourists are often keen to learn the culture and traditions of the places they visit, which can help improve cultural awareness.
Improved education: as income from tourism increases, the government may be able to invest more money into education.		

Negative Impacts:

Disruption to everyday life: roads,	**Loss of culture:** destinations may	**Loss of traditional lifestyles:** local

businesses and facilities might be busy and disrupt day to day life.	adapt to the wants of tourists – for example an area which a lot of British people visit may open British themed pubs, reducing the opportunity for traditional or local businesses.	people may mimic the dress code and behaviours of tourists in place of their own lifestyles, for example wearing traditional clothing may become less popular.
Exploitation of locals: Exploitation means treating someone unfairly to gain benefit.	**Increased crime:** this may be an increase in crime by tourists (such as anti-social behaviour) or targeting tourists for crime e.g. pickpocketing.	**Resentment towards visitors:** Some destinations can become overwhelmed with visitors and the local people can feel angry about how they use the area or how they behave, especially if they do not respect local culture.
Staged authenticity: some destinations may 'stage' cultural traditions or rituals for tourists to watch. This devalues the culture and traditions.		

2 – Economic Impacts

Economic Impacts	The effect of the actual amount spent by tourists and indirect effects on the local and national economies.

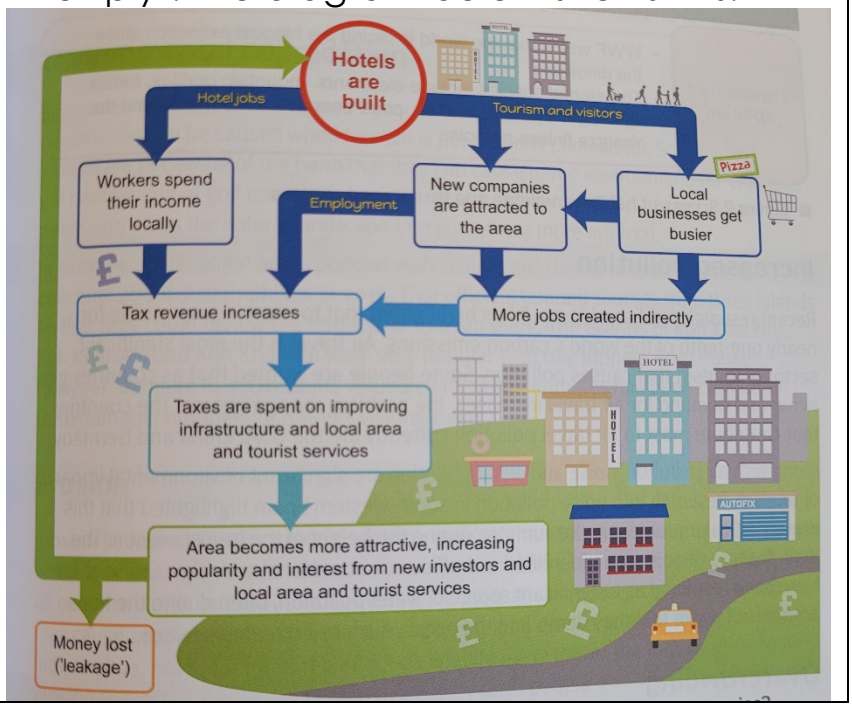
There are both positive and negative economic impacts.

Negative impacts include:

Low-paid jobs	Many jobs in travel and tourism are low paid and may also involve unsociable hours. In some countries, workers may not have workers' rights such as sick leave or maternity pay.
Seasonal unemployment	In many locations, tourism is seasonal. For example, beach destinations are busy in the summer, ski resorts are busy in the winter. This may leave people unemployed during the quieter months.
Leakage	'Leakage' means money made through tourism in one country does not actually benefit that country. For example, most of the profits for all-inclusive holidays often go to the country the tour operator comes from.
Increased cost of living	As more tourists visit somewhere and demand increases, this can lead to an increase in prices. For example, there is higher demand for meals in restaurants, so the restaurants put the prices up. This may mean local people cannot afford products and services.

Positive impacts include:

Employment Opportunities	Tourism can create many jobs, both directly in the tourist industry, like working in a hotel, and indirectly, such as more jobs being created in the laundry business cleaning sheets and towels for the hotel.
Training	Jobs in tourism may require training, if local people receive this training, they may become more skilled.
Foreign Currency Earnings	Foreign currency earnings are the amount of money a country makes through the arrival and spending of inbound tourists. They are an important source of income for some countries.

Contribution to taxes & GDP	Tourism can contribute to tax, for example travel and tourism businesses pay tax on the profits they make, and employees pay income tax. This money can be spent by the government to improve infrastructure and services.
Multiplier Effect	The multiplier effect is the most important economic impact. When tourists spend money on holiday, the benefits of this 'multiply'. The diagram below shows this: 

<u>3 – Environmental Impacts</u>

Positive Impacts:

Protection of wildlife: Where wildlife provides a tourist attraction, governments may put more money into protecting wildlife. For example, having anti-poaching patrols in areas visited for Safari trips.	**Protected areas:** Special natural environments may have a protected status. For example, tourists to Antarctica have to respect protected areas, including marine protected areas.	**Conservation:** If tourists visit places to enjoy their natural beauty, this can encourage the areas to be protected or looked after. For example, visitors to the Galapagos Islands help support their conservation.

National Parks: Some countries have areas protected by the government called 'National Parks'. There are rules and regulations about what activities can be carried out here	**Environmental education:** Natural features often provide information about the natural environment, which helps educate visitors. This can include educating people about how to protect special places.	**Creation of open spaces:** parks and green spaces may be created for tourists. This can help promote wildlife and increase biodiversity.
Improved street furniture: areas where tourists visit often may have investment into street furniture like benches. This may also include planting and plant pots, which again can help improve biodiversity.	**Regeneration:** built areas can be 'regenerated', which means renewed or improved. This particularly happens when tourism creates pressure on space within cities.	**Urban Renewal:** refreshing or improving urban spaces, sometimes including creating more green spaces.
Lakeshore erosion: tourists walking along the edges of lakes can damage plant life and shoreline.		

Negative Impacts:

Loss of habitats: building tourist facilities can destroy animal habitats, for example in areas where tourists use beaches, turtle habitats can be destroyed.	**Loss of wildlife:** wildlife can struggle to cope if habitats are lost. They can also be at risk from illegal trade, for example trying to sell tourists souvenirs made from ivory.	**Increased air pollution:** air travel contributes a huge amount of carbon dioxide into the atmosphere.
Threatened Species: it can be popular	**Increased noise pollution:** increased	**Increased water pollution:** tourists

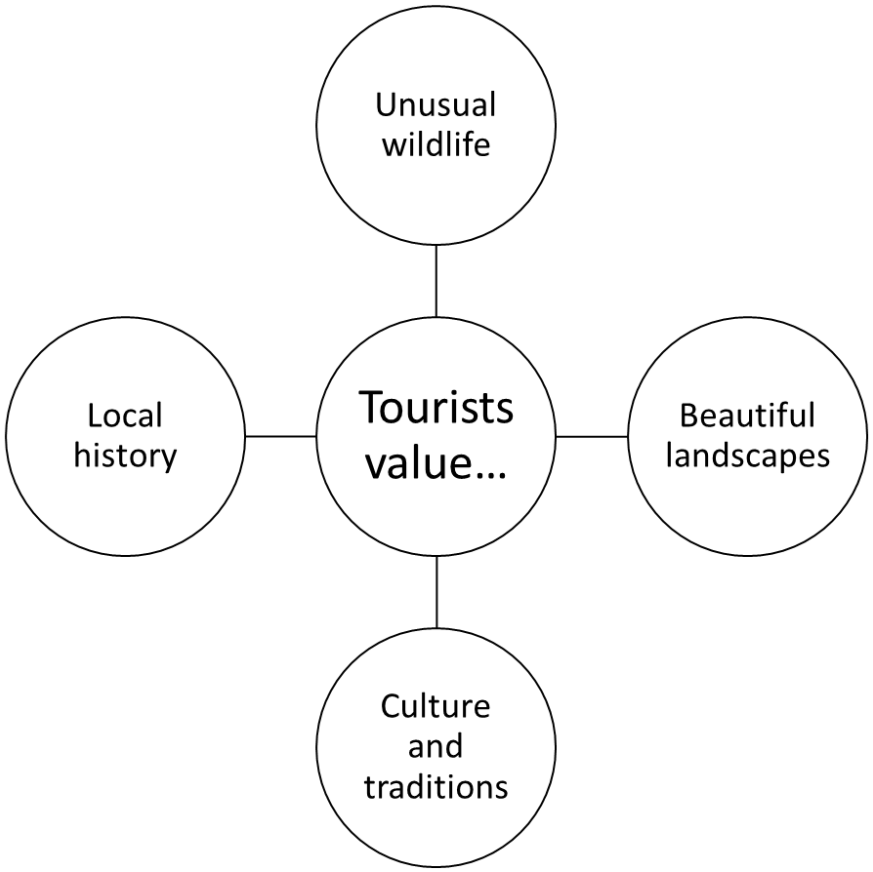
for tourists to visit areas to observe threatened species, such as tigers. This can further threaten their habitats.	levels of tourism can create noise pollution. This can disturb wildlife, including during the night-time.	can contribute to water pollution in a range of ways, but cruise ships especially cause a problem by dumping waste, including sewage, into the oceans.
Overcrowding: overcrowding means a destination has more tourists than it can cope with. This may upset local people, but can also put pressure on natural environments, such as coral reef.	**Traffic congestion:** traffic can get extremely busy during busy tourist seasons. This adds to air pollution.	**Reduced biodiversity:** this means a reduction in the number of plant and animal species in an area. Tourists can sometimes introduce new species to an environment which can cause problems for local species.
Environmental degradation: this means the wearing down of the natural environment. An example is building golf courses which use a huge amount of water and create an artificial environment	**Footpath erosion:** when many people use the same footpath over and over again, the footpath can become worn down. It may become damaged and widened.	**River-bank erosion:** in areas where hiring boats is a popular activity, river-banks can become damaged and eroded.
Lakeshore erosion: tourists walking along the edges of lakes can damage		

plant life and shoreline.		

B2 – Sustainable Tourism

Sustainable / Sustainability	making positive choices for the current and future economy, society and environment.

Tourists value many important things, and by making tourism more sustainable, these things can be protected:



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

Environment	Protecting natural environments

	Protecting wildlife
	Protecting natural resources

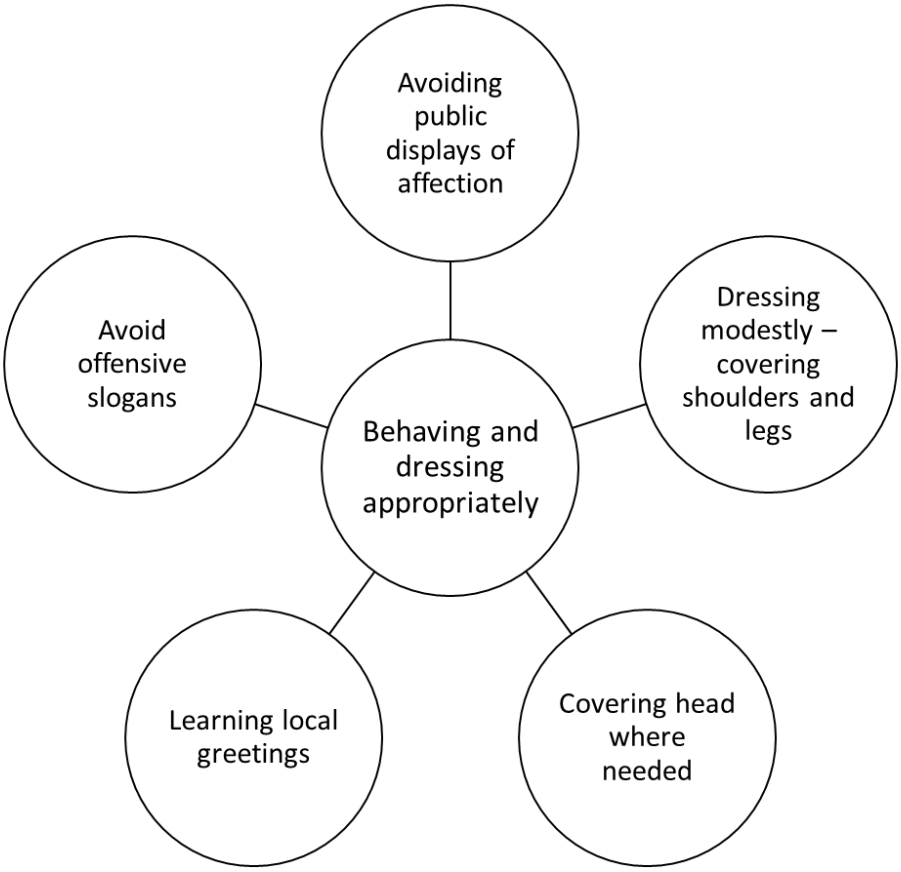
Society	Providing authentic experiences *E.g. lead by real local people.*
	Celebrating culture
	Conserving heritage

Economy	Creating employment Creating income-earning opportunities

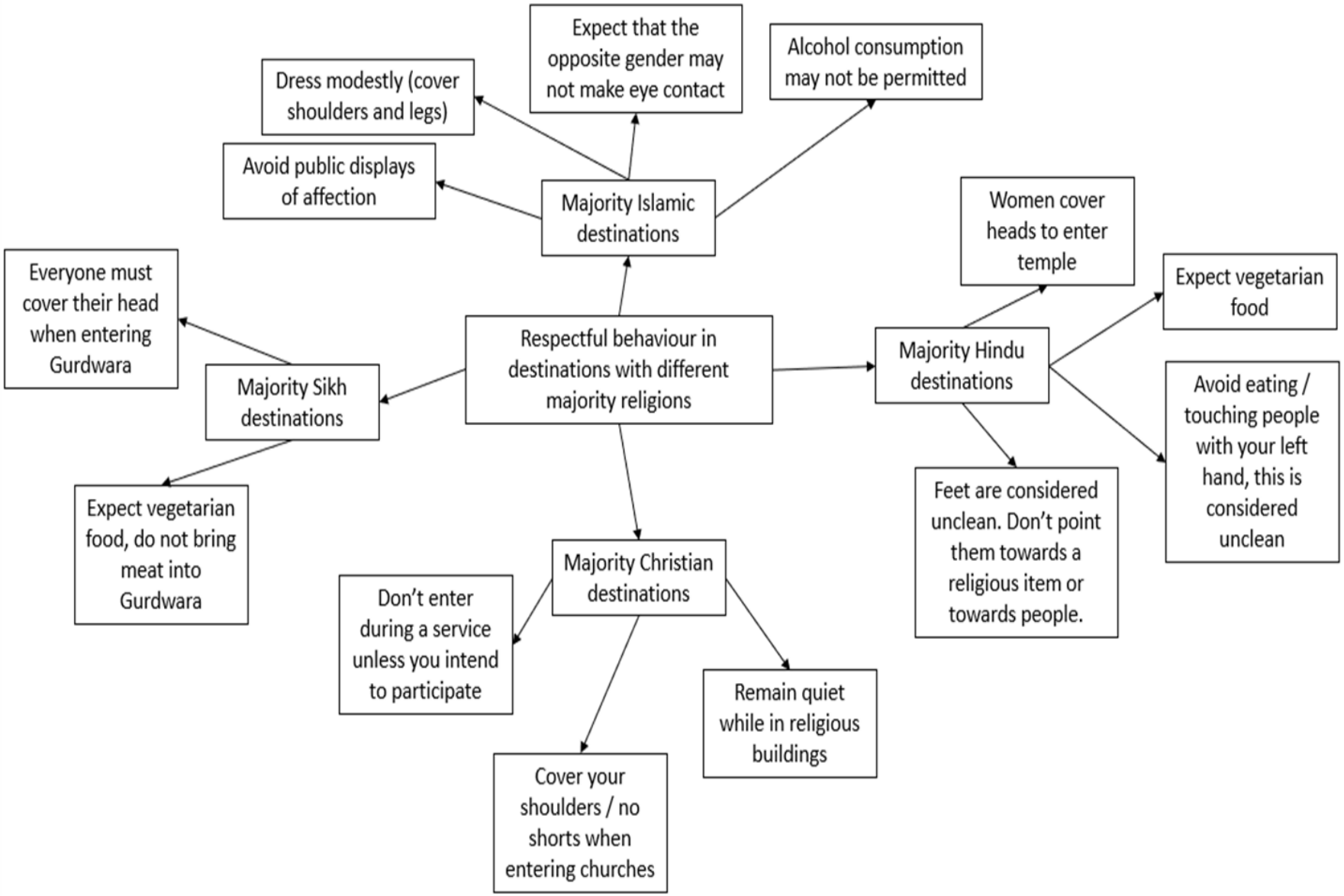
B3 – Managing Sociocultural Impacts

1 – Educating Visitors: many negative impacts can be avoided through educating tourists. This may include educating or informing people about:

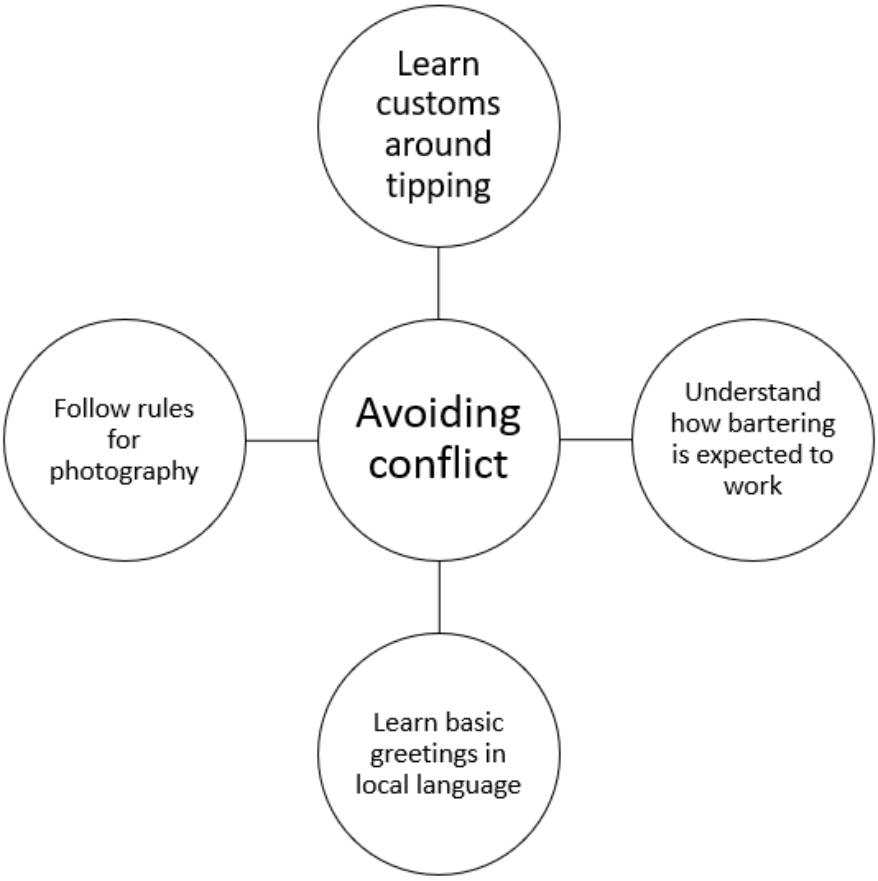
- Behaving and dressing appropriately:



- Respecting traditions and religions


Respectful behaviour in destinations with different majority religions
Majority Islamic destinations
Dress modestly (cover shoulders and legs)
Expect that the opposite gender may not make eye contact
Alcohol consumption may not be permitted
Avoid public displays of affection
Majority Sikh destinations
Everyone must cover their head when entering Gurdwara
Expect vegetarian food, do not bring meat into Gurdwara
Majority Hindu destinations
Women cover heads to enter temple
Expect vegetarian food
Avoid eating / touching people with your left hand, this is considered unclean
Feet are considered unclean. Don't point them towards a religious item or towards people.
Majority Christian destinations
Don't enter during a service unless you intend to participate
Remain quiet while in religious buildings
Cover your shoulders / no shorts when entering churches

- Avoiding conflict: tourists often create conflict by offending local people. This can often be avoided, for example:



- Giving: tourists sometimes want to give money to people begging, however, in general, this is not seen as helpful. In some areas, people begging are actually being exploited, and they do not get to keep the money being given to them. Instead, tourists can be encouraged to give money to local projects which provide practical help for those living in poverty.
- Reducing negative impacts of behaviour: In some countries, British people have a reputation for behaving badly abroad; for example, excessively drinking, indecency, or being overly rowdy. Encouraging people to stop these behaviours can reduce their impacts, for example, British police have patrolled the streets in Ibiza to deter tourists from these behaviours.

2 – Improving infrastructure: basic systems like transport, communication, electricity and water supplies can be improved to help benefit local people and manage some of the sociocultural impacts. This might include:

Transport Infrastructure	Road and railways are built to connect towns and villages to cities and transport hubs like airports. This helps make transport connections better for local people too.

Communication	Tourists like to use Wi-Fi to connect with family and friends while on holiday, so tourist areas may invest in better Wi-Fi facilities which also gives better coverage for local people.
Electricity	Tourists expect reliable electricity access, and local people also benefit when this is in place. In particular, some destinations are increasingly making use of renewable energy sources like solar power to help them provide a reliable supply.
Water and sewerage systems	Large tourist hotels and resorts will need to be connected to safe clean water supplies and sewerage systems. This is a controversial issue, as these supplies are not always extended to local communities in the same area.

3 – Consulting communities: involving communities in decision making about tourism in their local area helps reduce impacts like resentment. Some of the ways this could be done are below:

4 – Ownership: some resorts include local or indigenous people in the ownership. This means that local communities partly own the hotel or resort, and often help provide staffing. This can bring the following benefits:

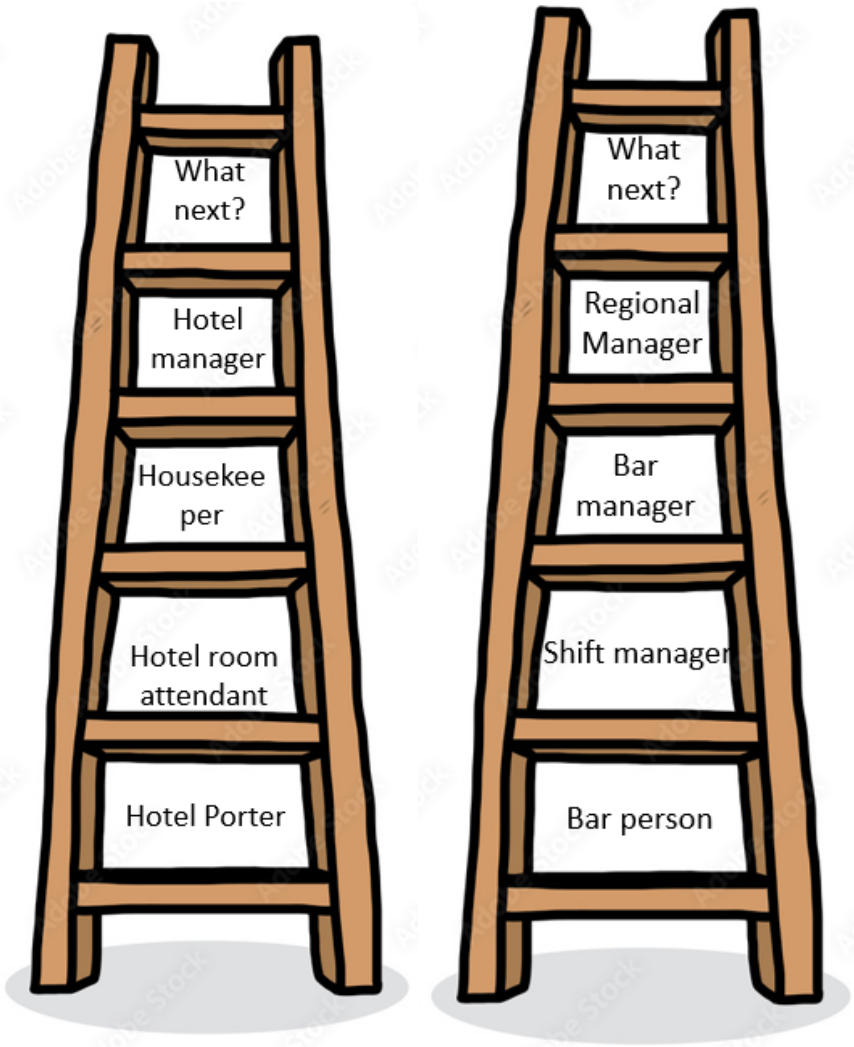
- Local communities often value the natural environment greatly and will help ensure the resort works to protect it.
- Employment is created for local people.
- Local people get training in business and tourism services.
- These are attractive, well-paid jobs, which may mean young people are more likely to stay in the local area, rather than move to bigger cities.
- This may help the local community grow.

5 – Use of taxes: tourists may pay a range of taxes while they are on holiday, however, it is up to the government how these are used. Many do not go directly to help benefit local people. Here are some examples:

Tax	Description	What is the money used for?
Airport Passenger Duty (APD)	A UK tax added to all passenger air tickets.	Goes into the government's general fund.
Value Added Tax (VAT)	A tax applied to various products and services, used the in UK and EU. This is not just paid by tourists, but all citizens, however tourists will also be paying towards it when they purchase products and services.	Goes directly to the government.
Hotel or City Taxes	Most European countries charge a per person per night fee to stay in a hotel.	It varies – but is often used to fund local and tourist initiatives.

B4 - Managing Economic Impacts

1 – Providing Employment and Training: tourism creates a lot of jobs, however a problem is that the higher paid, more skilled jobs are not always given to local people. Helping local people gain training to enable them to get higher paid jobs could help them 'move up the career ladder'.



2 – Buying local: tourists can be encouraged to buy local products and use local services. Some examples are below:

3 – Restricting foreign-owned companies: Governments can impose restrictions on foreign owned companies. For example they could ban large multi-national companies from setting up. In Bermuda, there is a law banning fast-food restaurants, to help smaller independent restaurants thrive.

4 – Increasing visitor spend: various strategies can be used to increase visitor spend, including:

Encouraging more overnight trips helps tourists to spend more. They may stay for extra meals or visit more destinations. Some attractions do this by offering free entry the next day, or work in partnership with local hotels to provide a discount.	A local currency is a special type of money which unique to a particular location or attraction. For example, at Disney parks, you used to be able to buy and use 'Disney Dollars', which could only be spent at Disney resorts. This encourages visitors to spend money locally.	Some attractions have different ticket prices for local people compared to tourists. For example, the Taj Mahal in India costs around $1 for Indian visitors, while it costs at least $14 for "foreign" visitors. This helps create more profit, as overseas visitors are prepared to spend more money.
Gift shops can encourage tourists to spend more than they planned to at a particular visitor attraction.	Some travel agents or tour operators try to encourage tourists to stay for longer, for example, by offering reduced prices for adding extra days to the holiday.	

B5 – Managing Environmental Impacts

1 – Managing Visitors: managing how many visitors can access a particular destination can help to reduce some environmental impacts. This could be done by:

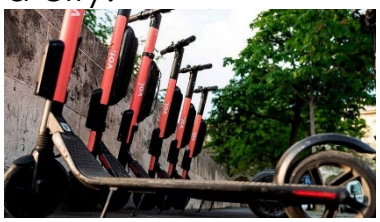
Restricting visitor numbers	Limiting the total number of visitors who can go to a destination. For example, in Antarctica, ships with more than 500 visitors are banned, and a maximum of 100 visitors can visit the shore at any one time.
Controlling the movement of people	Using fencing and queue systems can help limit the number of people moving through an attraction at a particular time. Some more vulnerable areas may be fenced off for visitors.

Direction of flow	Many attractions direct visitors to follow one particular route. This avoids overcrowding.
Visas	Many countries set a limit for the maximum number of days a tourist can stay using a visa.

2 – Managing Traffic

Restricting Vehicles Some destinations ban or restrict the type of vehicles allowed. An example is the Ski Resort of Zermatt in Switzerland, where private cars are banned. To get around the resort, visitors can use an e-taxi or horse-drawn carriage. 	**Public Transport** Improving public transport helps reduce traffic. This could be bus, tram, metro or train services. The image below demonstrates how improving bus services would help reduce traffic.
Parking Facilities Having adequate parking facilities helps reduce traffic congestion and overcrowding.	**Park and Ride Schemes** A park and ride scheme encourages people to park outside a city or resort, and then provides transport directly into the city. It is often cheaper than parking in the resort or city, which encourages people to use it.

3 – Alternative Transport: Encouraging visitors to use alternative transport methods can help reduce pollution created by petrol or diesel cars. Other methods may help reduce traffic. Here are some examples. Can you find out about 3 other interesting modes of transport that tourists might like to use?

Hybrid Cars Hybrid cars have both a petrol and electric engine, which helps reduce carbon emissions. In areas with 'Emissions Charge' (like London), tourists might be encouraged to use these vehicles because they do not have pay the charge.	**Electric Cars** Many destinations now offer car charging points to encourage tourists to use electric cars. 	**E-scooters** An increasing number of destinations offer 'E-scooter' hire as a fun and sustainable way to get around a city. 
Bike hire Rentable bikes are another sustainable alternative transport. 	**Trash-for-tickets** Some destinations let people pay for transport tickets by recycling goods. An example is Rome, where tickets can be purchased by recycling plastic bottles. 	**Animal-drawn transport** Some destinations make transport into a tourist attraction by providing animal-drawn transport. For example, Husky sledding in Alaska.

4 – Planning: planning can be used to manage tourism, including how quickly resorts develop.

- **Building regulations:** design and construction standards set by local government to ensure health and safety of people.
- **Planning permission:** consent from a local government to build
- **Size and development of locations**: some locations restrict buildings so they are not too large or too many in one place

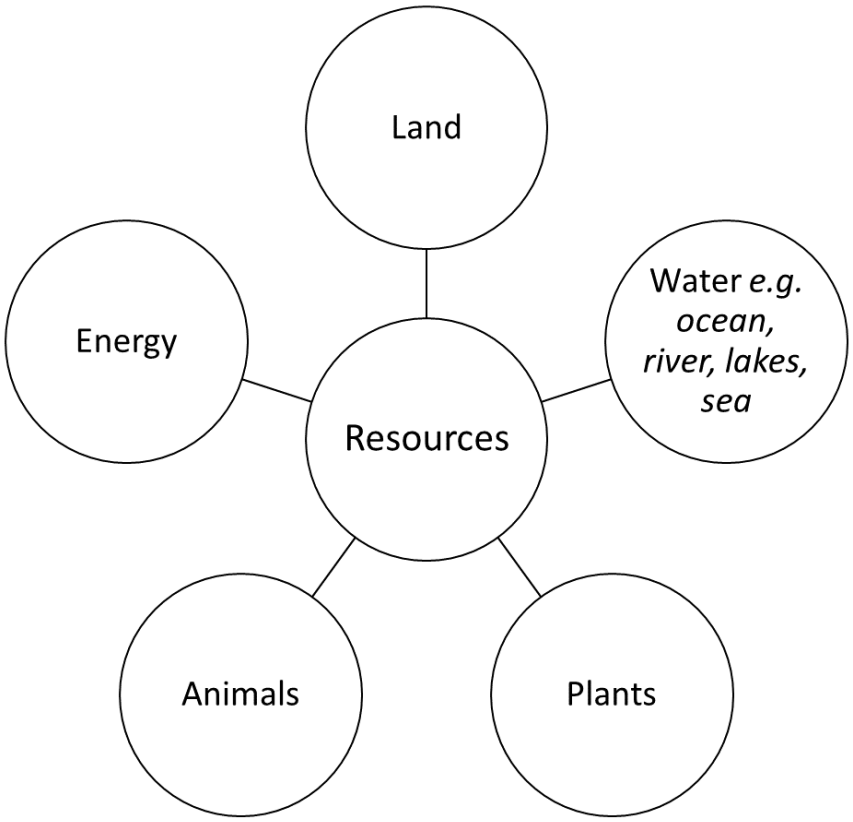
- **Maintaining local styles:** regulations may enforce rules to keep buildings to a local style. UNESCO is a World Heritage Organisation – building in areas with World Heritage status is strictly controlled.

5 – Educating Visitors: this can be essential in protecting the natural environment. Visitors can be informed about the following:

- **How they can reduce their impact on the local environment *e.g.*** *Conserve water by taking shorter showers, avoid using single use plastics like shopping bags, never touching or feeding wild animals*
- **Ways they can contribute towards looking after the local environment** *e.g., choosing sustainable transport around the destination, look for eco-certifications at local businesses, volunteer at local schemes*
- **The wildlife, natural world and the special qualities of the environment** *e.g., explaining to visitors why the environment is so special this helps visitors understand the importance of protecting it*

6 – Managing Resources: tourism is a "resource hungry" industry where consumers have high expectations for their holiday. This means they place high demand on the resources in an area.

Resources include:



- Waste Management: tourists produce large amounts of waste, and it can be difficult to manage this in some countries. Plastic pollution is not **biodegradable** and can damage the environment if it is not recycled.

Toilet waste is often disposed of through sewage systems, however, hotels in isolated areas may struggle to dispose of sewage hygienically.

- Energy: tourism organisations like hotels use lots of energy especially for services like Air Conditioning. In many places energy is supplied through fossil fuels that contribute to climate change.
- Water Supplies: in hot and dry, which are often attractive to tourists, there is often 'water stress'. Tourists often expect that hotels have swimming pools, showers, baths, daily laundry services and sometimes water fountains. These services use lots of water and can cause a shortage of water for local people as well as the environment.

Examples of sustainable policies:

Waste Management:	Energy:	Water:
Recycling plastic bottles and using the plastic to build roads	Using solar panels to generate electricity	Collect rainwater from roof tops to use for watering plants or flushing toilets
Collecting food-waste and using it to create compost for plants	Have motion sensors on lights in hallways and communal areas. These turn off lights when areas are not in use.	Having a water-bottle refill station that encourages tourists to reuse their water bottle
		Having a 'grey water system' that collects shower / bathroom sink water and reuses it for flushing toilets.
		Limiting the number and size of swimming pools at resorts
		Restricting the use of water fountains that do not recycle water

7 – Protecting Natural Areas: many natural areas can be damaged by the high volume of tourists that want to visit them. Many places have created 'nature reserves' or 'marine reserves' to protect them from damage.

The Great Barrier Reef in Australia is an example of a Marine Protected Area (MPA) a type of Marine reserve and an UNESCO World Heritage Site .

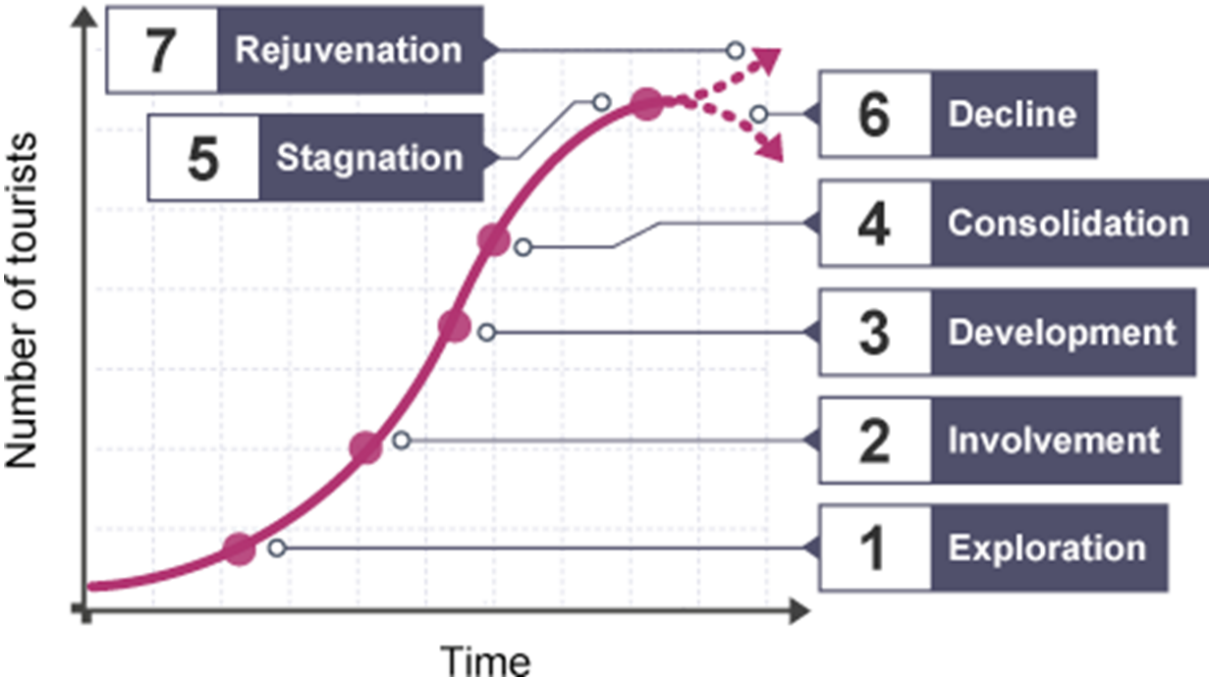
The Serengeti National Park in Tanzania is an example of a National Park a type of Nature Reserve and an UNESCO World Heritage Site.

Learning Aim C: Destination management

C1– Tourism Development

1 – Butler's Tourist Area Life Cycle (TALC) model

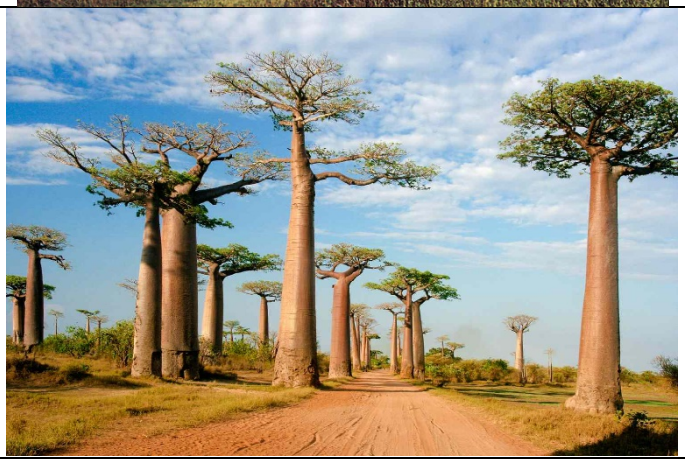
The TALC is a model which predicts how tourist destinations will change over time.



Stage 1: Exploration	A very small number of people begin to visit an area. They are attracted to the area due to a unique feature e.g. beautiful beach, interesting castle.	**1770** - the first tourist to Worthing is recorded. In the following decades people visit for the 'sea air' and to view the mackerel fishermen.
Stage 2: Involvement	The local population respond to the growing number of visitors. Local people begin to setup businesses that provide tourist amenities e.g. hotels, restaurants, transport facilities	**1789** – the first hotel is opened whilst bathing boxes can now be rented on the beach.
Stage 3: Development	Larger organisations e.g. tour operators, hotel chains start to invest in the area and market it as a tourist destination. Job opportunities for the local population increase. Visitor numbers grow rapidly.	**1862** – Worthing Pier is opened to the public

Stage 4: Consolidation	Tourism becomes a key feature of the local area. Many residents work in tourism occupations and visitor numbers grow steadily. Some amenities e.g. hotels start to become dated/untidy. Some visitor groups e.g. young adults may start to find the destination 'old-fashioned'.	**1911** – Worthing central railway is opened to the public. People can travel from London to Worthing easily and quickly.
Stage 5: Stagnation	Visitor numbers begin to level off – they are no longer increasing. This could be due to a destinations 'negative image' OR competition from other destinations. The original 'unique' feature that attracted tourists may experience issues e.g. overcrowding of the beach.	**1950's** - British tourists start to travel to holiday camp destinations e.g. Butlins Bognor Regis. These become extremely popular and experience development.
Stage 6: Rejuvenation?	Investment in an area by the government or by businesses helps to regenerate and smarten up the area. An area might also 'reinvent' itself through marketing.	**2020s** – after the Covid pandemic Worthing has seen more tourist numbers and positive marketing as 'the new Brighton'. Weekend visitors, especially from London, have increased in recent years. Worthing seafront has undergone 'regeneration' in recent years e.g. Perch restaurant at the end of the pier.
Stage 7: Decline?	Visitor numbers at the destination start to fall rapidly. The main type of tourist attracted to the destination is a 'budget' visitor. Smaller tourist facilities are forced to close e.g. small hotels.	**1960's** - British tourists start to travel on package holidays to Spain. There is less interest in British seaside resorts. Tourist numbers decline rapidly. Tourist amenities e.g. the Lido swimming pool close.

2 - Emerging Destinations: are destinations that have recently (within the last ten years) grown in popularity. They tend to have a visitor growth rate of arrivals of over 4 per cent year on year. Here are some examples:

Destination	
Bolivia	
Ethiopia	
Madagascar	

Papua New Guinea		
Uzbekistan		

3 – Characteristics of Emerging Destinations

a) **Visitors seek adventure or 'authentic' experiences:** this means visitors are particularly looking for experiences which are adventurous or connect them to local cultures or nature. Sort these experiences into three categories – adventure, cultural experiences, nature experiences.

Adventure:	Cultural Experiences:	Nature Experiences:
Doing a kayaking trip along a river.	Attend a traditional ceremony or service e.g. a tea ceremony in Korea	Helping out at an animal sanctuary.
Thrilling activities e.g. bungee jumping or parasailing	Staying in accommodation which is built in a traditional style.	Visiting a national park or nature reserve.
Completing a challenging journey e.g. hike or cycle ride.	Eating a home-cooked meal with a local family.	

	A walking city tour with a local resident.	

b) May be difficult for overseas visitors to access

The following might make it difficult for overseas visitors to access destinations. Highlight them to show whether they are related to transport or government rules.

- There may not be direct air links, visitors might have to transfer to a smaller aircraft to reach the destination
- There may be a complicated visa system, hard to visitors to complete.
- A lack of information / language barrier could prevent tourists from getting the right information about their destination.
- Local transport e.g. buses or trains might be unreliable, there may not be a published timetable.
- Transport services might be "on demand" (e.g. the boat just leaves once it is full rather than waiting for a schedule)
- Some locations may only be accessible in certain weather or tidal conditions.
- The UK government advises against travelling to some destinations, it may not be possible to get travel insurance for these locations.

c) Transport links may be undeveloped

Here are some examples of 'undeveloped' transport:

- Basic or small airports
- No transfers from airport to hotels
- Roads are poor
- Irregular public transport

d) **Basic infrastructure**: the systems and structures to meet basic needs may not be in place. For example:

Energy	There may be an unreliable electricity supply (e.g. it switches off at busy times). Electricity may be provided by a generator which may be noisy or bad for the environment.
Water	It may not be safe to drink the local water, visitors might have to buy bottled water. There could be an unreliable water supply, or a hotel might have to pay a lot of money to install a water supply.
Waste Disposal	Rubbish may not be collected regularly, or at all. The streets may have a lot of waste. In other destination, waste might be collected but there might not be recycling facilities.

e) Local people may not have access to healthcare and education

In emerging destinations, it is more likely that local people may not all have access to education or good quality healthcare. This will be reflected in the statistics below. The UK is included as a comparison!

Destination	Literacy Rate (%)	Doctors per 1000	Life Expectancy
Bolivia	92.5%	1.03	72.5
Ethiopia	51.8%	0.11	67.1
Madagascar	77.3%	0.2	68.5
Papua New Guinea	64.2%	0.07	69.7
Uzbekistan	100%	2.37	75.8
UK	*99%*	*3*	*80*

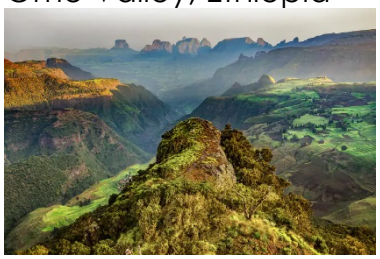
f) Unspoilt natural and cultural features are the main attraction

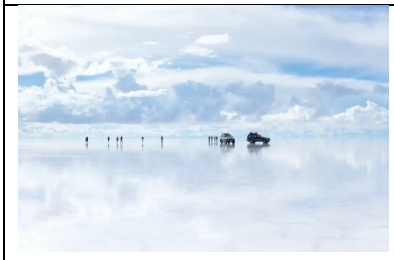
Below are some examples of unspoilt natural features:

Sepik River, Papua New Guinea

Avenue of the Baobabs, Madagascar

Omo Valley, Ethiopia

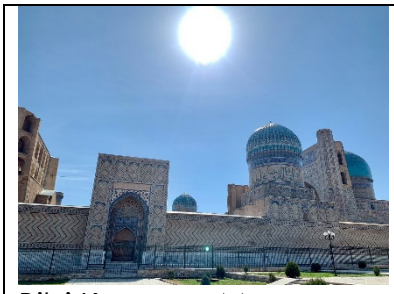




Morondava Waterfall, Madagascar

Uyuni Salt Flats, Bolivia

Here are some examples of unspoilt cultural features:

 Bibi Kanyam Mosque, Uzbekistan	Rock Hewn Churches, Ethiopia	Registan Square, Uzbekistan

g) Local communities follow traditional lifestyles

This may include:

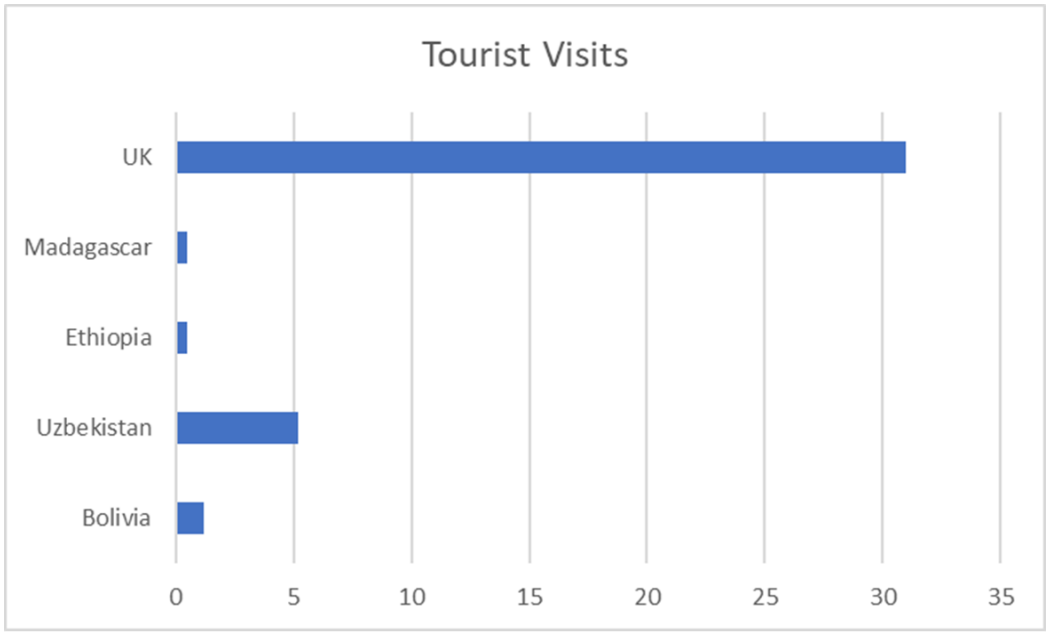
Locals may follow traditional religions, e.g. Papuan Spirituality	Traditional shelters may be used by some people, e.g. Yurts in Uzbekistan
There may be "traditional" clothing worn by local people, e.g. pollera and manta in Bolivia	

h) Developing tourism helps boost the economy and raises living standards

Investing in tourism may help improves people's lives. You can read more about this in learning Aim B.

i) Low volume of visitors

These destinations will have a small number of visitors each year in comparison to more established destinations.



j) Limited awareness of the destination globally

This means – you might not have heard of the destinations we are talking about!

4 – Mature Destinations:

Destinations that have been popular for over twenty years. The number of visitor arrivals is growing by at least 2 percent every year.

Destination	
Switzerland	
Spain	
Japan	

Bali, Indonesia		

5- Characteristics of Mature Destinations

a. High volume of tourists at the destination

Mass tourism	When a large number of tourists visit a destination. This could be due to: - Good transport connections - Purpose built resorts - Tour operators organising package holidays
Organised package holidays	Package holidays are organised by tour operators like Tui or Thomas Cook. Package holidays include accommodation, flights and transfers from airport to hotel. Package holidays make it easier for a high volume of tourists to visit a destination.

b. Fully integrated transport links

- Integrated transport is when different modes of transport in a city easily link together to provide customers with easy, straightforward and convenient journeys.
- Journeys by public transport usually take the same or less time than by car when a transport system is fully integrated.
- London is a good example of this

c. Fully developed infrastructure

Energy	There is a reliable electricity supply. Tourists do not have to pay a supplement to access high energy items *e.g. air conditioning.*
Water	It is safe for tourists to drink the local tap water as this has been treated to a high standard. Visitors do not need to rely on bottled water. May tourist facilities have facilities like Swimming Pools or Water fountains to attract tourists.
Waste Disposal	There is regular waste disposal including recycling bins and waste bins around the destination.

d. May be a strain on resources e.g. water

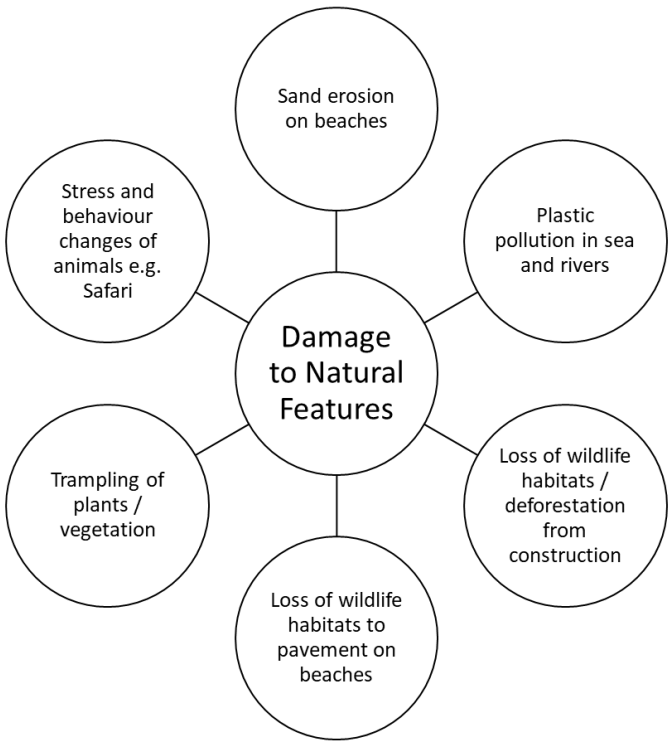
High numbers of tourists and the developed infrastructure can lead to resources like water coming under pressure.

→ Tourists like to visit destinations with warm/dry climates and low rainfall in summer.

→ Tourists like to access facilities with access to swimming pools.

→ This leads to high demand of water in areas with low water supply.

e. Natural and Cultural features may be damaged, diluted, overwhelmed by tourism



f) May be conflict between locals and visitors

When there is a high volume of tourist's locals may begin to feel frustrated and angry with the number of tourists. Some locals may feel 'out of place' in their own homes. Local people may also feel angry when tourists accidentally or purposefully damage cultural or natural features.

g) Established season

High Season: when a destination has a particular time of year [Winter, Spring, Summer, Autumn] when it appeals to tourists. This is due to the weather being an important factor in tourists deciding to visit.
Shoulder Season: tourists may decide to visit the destination a few months either side of high season. The weather can be a bit more unreliable at this time, but the prices are lower.
Low Season: very few travellers visit the destination at this time due to the weather not being suitable.

h) Standard of visitor facilities may become run-down

As destinations get older their facilities such as hotels, attractions and restaurants can seem 'outdated'. To avoid the destination going into decline

many hotels and local governments will invest money in regenerating the area.

i) **Local economy is reliant on tourism** – as destinations become mature the local economy comes to rely on tourism.

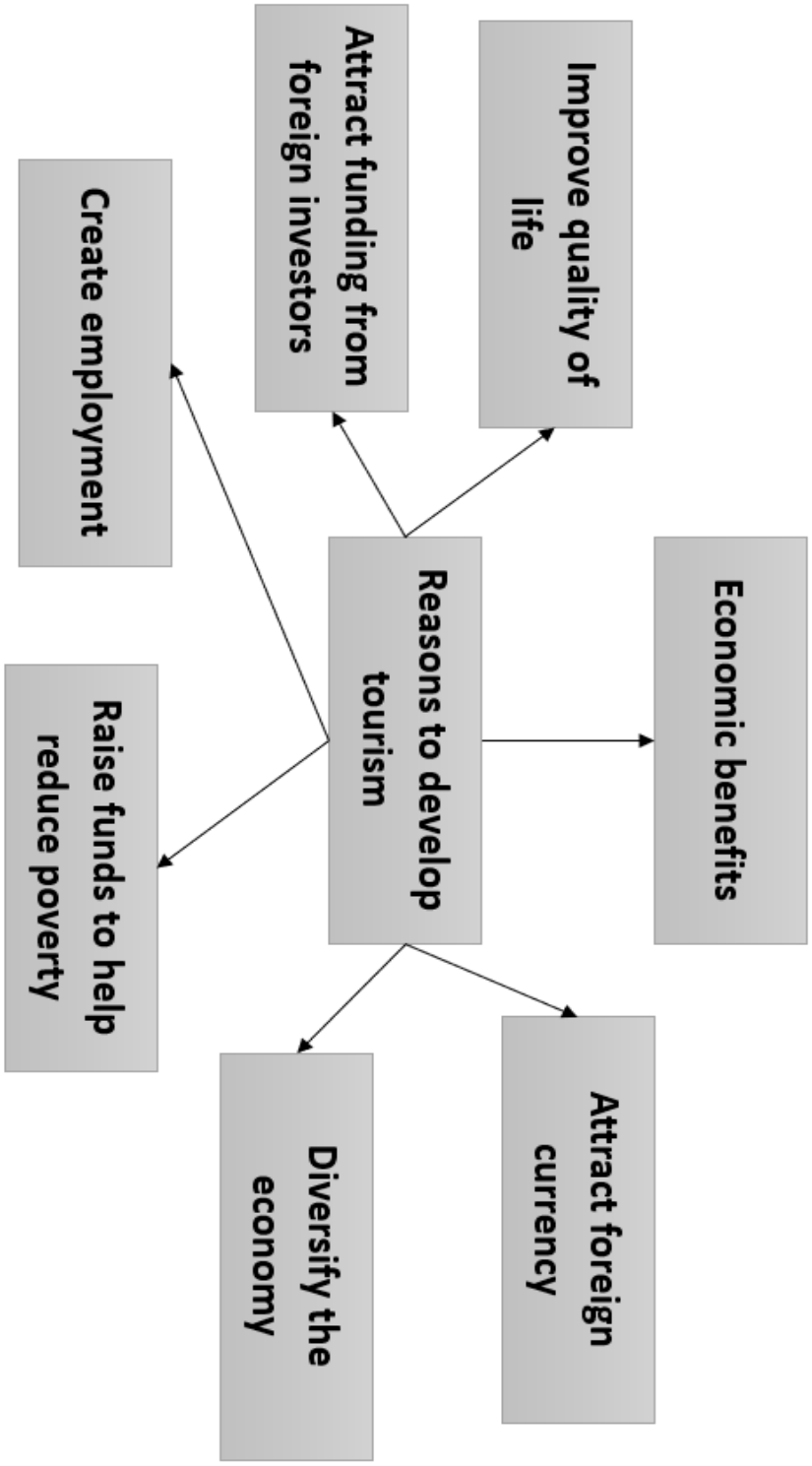
Jobs can be very seasonal. In the high season people are likely to work long hours without taking many days off. This is to earn as money so that in the low season there is less pressure to find work.	Employment may be temporary or have high uncertainty. Local people may be unable to find employment in the low season.	If tourists are unable to visit a destination e.g. due to Covid-19 the local economy suffers significantly. People directly employed (e.g. in hotels) have less money and spend less in the local area.

j) Extensive advertising of the destination – the destination obtains global appeal.

International tourism advertising –	**Transport Operators** –	**Advertising Slogan** –	**Film and TV** –
These are large advertising campaigns that National Tourist boards create to promote destinations within their countries.	National airlines such as Qantas advertise the country that they are based in. This promotes the country as a destination and increases their profits.	Tourism promotion organisations like that National Tourist board come up with a slogan to advertise their country.	Destinations can offer reduced costs to film/TV producers to encourage them to use the destination. This promotes the destination across world.

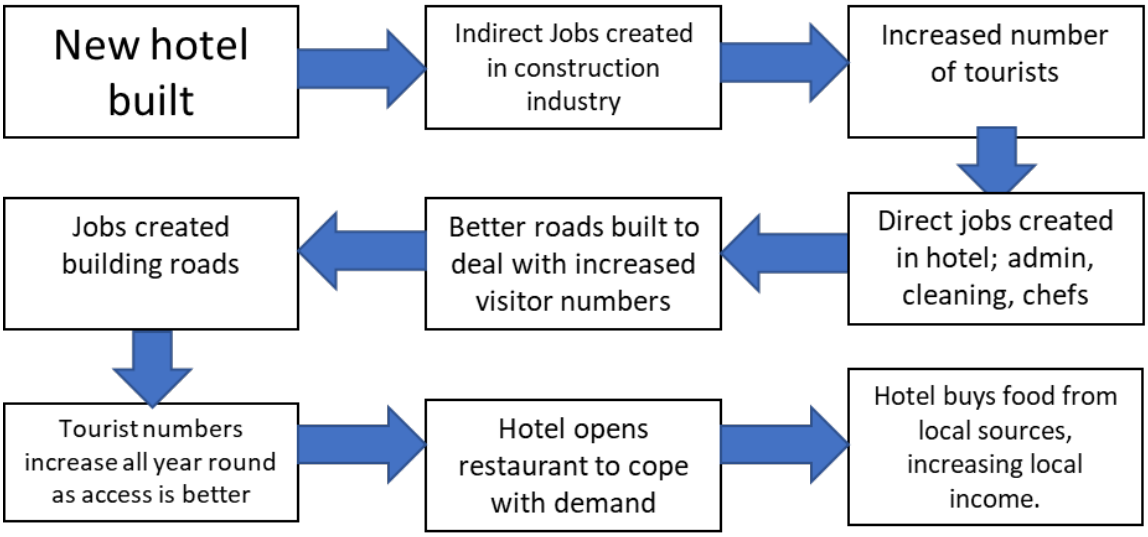
C2 – The role of local and national governments in tourism development

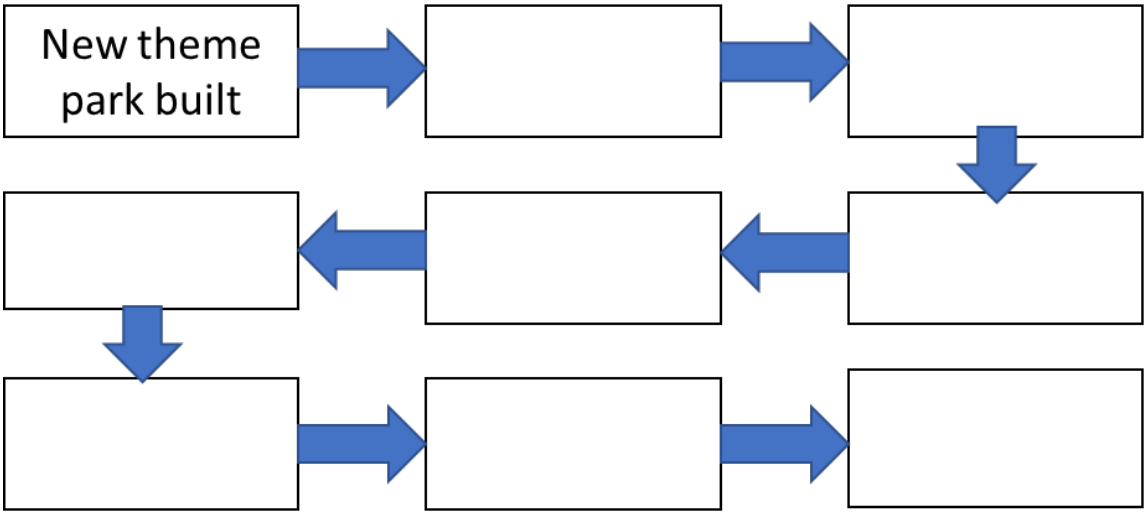
Reasons governments may want to develop tourism include the ideas below. Can you add a picture or symbol to help you remember what each of these means?

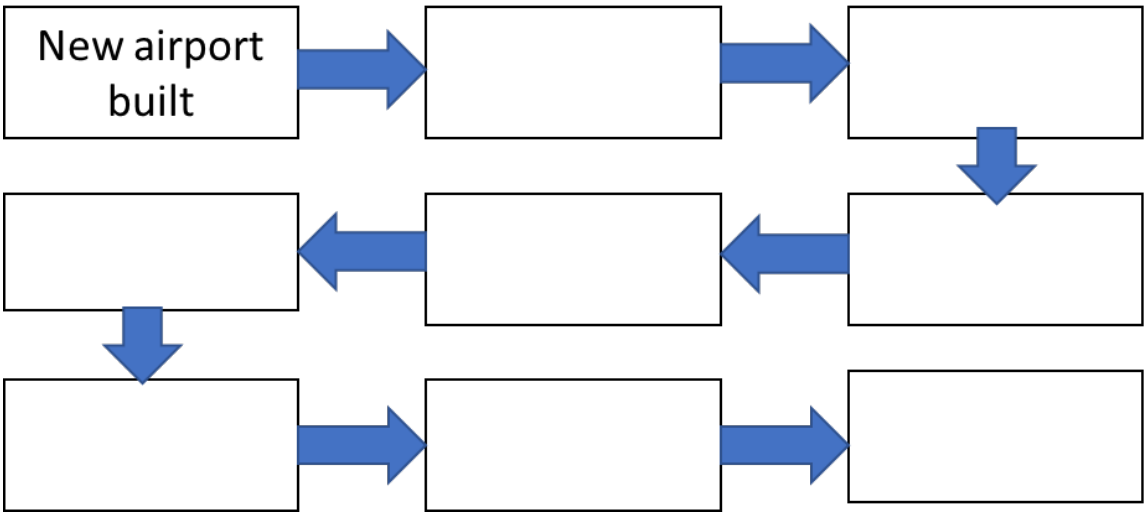


The Economic Multiplier Effect

Here's an example multiplier chain. Can you complete the two below?







Governments can also introduce laws to control tourism. This might include:

a) Tax incentives or tax relief to encourage investment and raise funds

This means reducing tax in order to encourage businesses to invest in tourism.

b) Travel restrictions, including entry requirements and security measures.

Passport	A document issued by the government to give you permission to travel.
Visa	An official document in a passport that allows you to travel in and out of a particular country. In some places these are required.
Customs rules	Rules about what you can and cannot bring out of a country.
Security Measures	Measures introduced by the government to protect their countries e.g. body scanners or bag scanners at airports
Travel Bans	Some individuals may be banned from travelling e.g. if they have a criminal conviction. A government may 'ban' people from particular countries from entering their country, e.g. Donald Trump introduced a travel ban on Muslim countries such as Iran, Iraq and Libya.

Visas:

Advantages	Disadvantages
Government has more control over who is allowed to enter the country	Complicated visa processes may discourage tourists from visiting
May reduce the likelihood of illegal immigration	

c) Improving transport infrastructure

Tourism may be a factor in the government deciding how to improve transport within or between countries. This might be transport by road, rail, air or sea.

d) Improving or establishing essential infrastructure

Tourists will expect a reliable clean water supply, reliable electricity and appropriate waste disposal. The government might be more willing to invest in these things if they know it will result in a higher income from tourism.

e) Supporting, approving or controlling tourism infrastructure

Infrastructure	
Accommodation	Building new hotels can be expensive, it may also take up space that could be used for housing and so it can be unpopular. The government will have to decide on the size of any project built.
Food and drink outlets	"Western" food outlets (such as McDonalds, Starbucks or KFC) can be popular for tourists, who may like familiar brands. However, these do not help local cultures to develop. The government may allow outlets to be built in order to bring in more money, or prevent them from being built to protect the culture.
Access to the internet / WiFi	Tourists will expect to have access to the internet. Sometimes the government may prioritise investing in internet access in tourist areas over getting it installed for local people.

f) Proving funding for new initiatives in transport, events, training and infrastructure which support communities or protect the environment.

Transport	The government may seek to get private funding for a transport project e.g. funding from an airline to help expand an airport.
Events	Governments may commit to supporting expensive events, knowing that they will bring in a lot of income through tourism. Examples would be the Olympics, Eurovision or the Commonwealth Games.
Training	The Government may offer cheaper training courses to help develop tourism, e.g. in hospitality or catering.

g) Managing destinations by implementing sustainable tourism policies

The following are examples of sustainable policies the government can enforce.

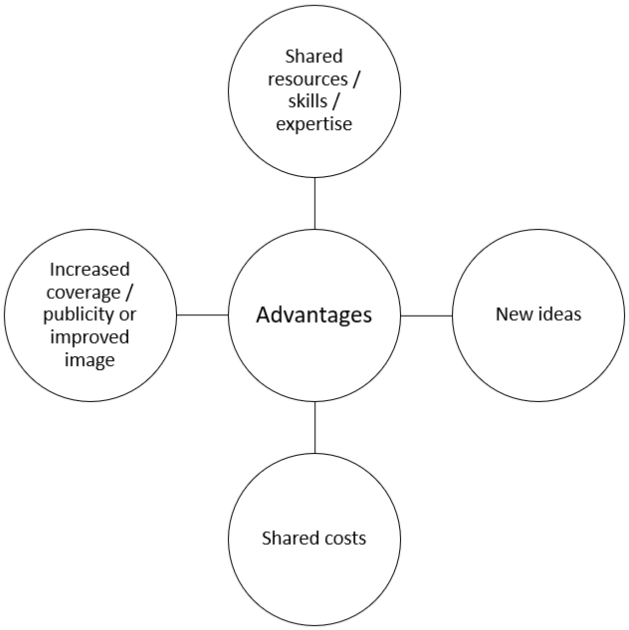
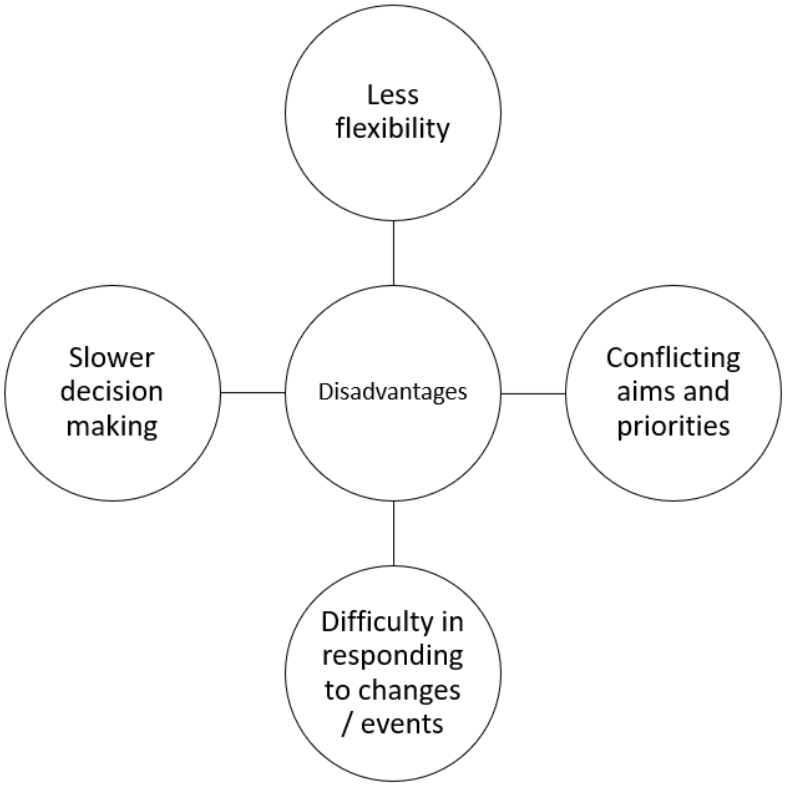
Socially Sustainable:	Economically Sustainable:	Environmentally Sustainable:
Improving workers' rights, for example stopping zero-hours contracts so that all workers get a guaranteed minimum amount of work and pay.	Changing laws so that small businesses have permission to provide more activities for tourists – e.g. allowing B&Bs to give guests an alcoholic drink without an alcohol licence.	Providing grants to projects which take tourists away from large, overcrowded centres.
Creating laws about anti-social behaviour e.g. nakedness or street drinking.	Providing tax credits or jobseekers allowance to people who are seasonally employed in tourism (e.g. only employed in the summer).	Creating laws about new large tourism developments to ensure they plan sustainable transport routes into their design.
	Introducing a minimum wage, so that workers get paid fairly.	
	Introducing laws that 'speciality' products have to be purchased locally to help keep money in the local economy.	

C3 – The importance of partnerships in destination management

1 – Types of Partnership and their purpose

Partnership Between	Reasons for partnership	Example:
Public and Private Sectors	The local government may have laws about private sector developments. E.g. if a private company wants to build a new hotel, there could be restrictions on its size and scale.	Travelodge building new hotels in line with government guidelines.
Private sector and Private sector	Private organisations may work together to provide good customer service or reduce costs. E.g. a hotel may work with a taxi company to provide transfers from airport to hotel.	Virgin Holidays have a partnership with Universal Parks & Resorts.
Voluntary and private sectors	In order to get a more positive image, a private company may support the voluntary sector. E.g. working together to run an event	National Trust working with various companies.
Public and voluntary sectors	Local governments may work with voluntary organisations to promote a good cause or raise awareness. E.g. a local government may partner with the National Trust on a 'healthy living' campaign encouraging people to walk in the local area.	National Trust work with local governments e.g. repairing Wellington Monument.
Destination management organisations	Organisations like 'Time for Worthing' or 'Visit Britain' will bring together lots of different organisations to work on a particular project.	

2 – Possible Advantages of Partnerships



3 – Possible Disadvantages of Partnerships