

Component 2: Learning Aim A - Factors that influence global travel and tourism

<p style="text-align: center;">Political Factors (governments, laws and legislation)</p> <p>Legislation</p> <p>Passport and visa entry</p> <p>Tax incentives</p> <p>Political instability</p> <p>War</p>	<p style="text-align: center;">Economic Factors (jobs and money)</p> <p>Recession</p> <p>Economic boom</p> <p>Employment levels</p> <p>Fuel costs</p> <p>Currency exchange</p>	<p style="text-align: center;">Key Terms</p>
<p style="text-align: center;">Environmental Factors (natural disasters)</p> <p>Natural disasters - geological</p> <p>Extreme weather</p> <p>Effects</p>	<p style="text-align: center;">Social Factors (the media)</p> <p>Types of media</p> <p>Positives</p> <p>Negatives</p>	<p style="text-align: center;">Additional revision opportunities</p> <ul style="list-style-type: none"> Select one political, economic, environmental and social factor - discuss how it could have a negative impact on tourism (visitor numbers, employment, income from tourism) -can you find any specific examples? Research an example of a natural disaster in a tourism destination (volcanic eruption Bali, Typhoon Japan). Watch video links about the event, consider the impact on the tourism industry. Look at trip advisor. Summarise examples of how trip would be useful for tourists planning to visit somewhere. Find out the passport / visa requirements to UK citizens travelling to the USA.

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Safety and Security Concerns and Guidance

List 5 safety concerns a tourist might have

Summarise methods used by airports to keep passengers safe

Safety and Security Concerns and Guidance

Research the safety and security advice for Turkey

How do you think this information will affect tourism in Turkey?

Key Terms

Health Risks and Precautions

Disease	Symptoms	How to protect yourself

Summarise 3 key reasons why travel insurance is important for any trip

- Additional revision opportunities**
- What are the health risks linked to Thailand?
 - Find out how the Zika virus affected tourism in Brazil.
 - Produce 5 exam questions linked to section A and the 6 different factors reviewed (political, economic, environmental, social, safety / security concerns and health risks / precautions).

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Adapting Operations

How have airports adapted their security operations in response to the increased risk of terrorism?

What is the National Counter Terrorism Security Office (NaCTSO)

How do tour operators respond to events such as natural disasters?

Adapting Operations

Reviewing destinations

Reviewing pricing structures

Managing public relations

Key Terms

Responses to Factors

Factor	Example	Adaptation / Response

Detail the responses to different factors

- Additional revision opportunities**
- How can positive media coverage support a tourism destination?
 - Summarise how a tour operator could adapt its products and services in response to the recent Typhoon in Japan.
 - How could visitor attractions in London respond to the recent protests in the streets that may put visitors off?

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Government Responses (How and Why?)

Providing up to date information

Imposing travel restrictions

Promoting a positive image

Improving infrastructure

Key Terms

Voluntary Responses (How and Why?)

Promoting sustainability and conservation

Campaigning for change

Raising awareness

Raising funds

Additional revision opportunities

- What are the differences between local, regional and national governments?
- Visit The Travel Foundation website and summarise their key roles in tourism.
- Produce 5 exam questions linked to the different responses reviewed (organisations, governments and voluntary).

Component 2: Learning Aim B - Impact of travel and tourism and sustainability

Social Impacts of Tourism		Economic Impacts of Tourism		Key Terms	
Positive		Positive		Additional revision opportunities <ul style="list-style-type: none">• Do you think the positive impacts of tourism outweigh the negatives? Justify your opinion.• Consider the development of the seafront in Seaham. What will the impacts of tourism be? (Positive and negative).• Research and find out employment statistics for tourism.	
Negative		Negative			
Environmental Impacts of Tourism					
Positive					
Negative					

Component 2: Learning Aim B - Impact of travel and tourism and sustainability

Managing the Impacts of Tourism

Read through the learn sheets about managing the impacts of tourism. Produce a mind map that details key ideas categorised by social, economic and environmental. Within your mind map highlight any key terms.

Managing the impacts of tourism

Challenge

Can you consider the impact of these management ideas?

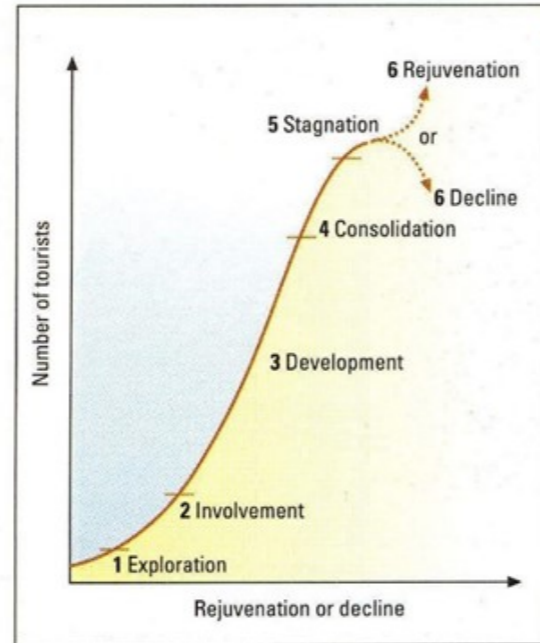
Additional revision opportunities

- What does the term sustainability mean?
- How does having a good infrastructure benefit tourism?
- What is the difference between the public, private and voluntary sector?
- How can tourism taxes be spent to benefit a local community?

Component 2: Learning Aim C - Destination Management

Butler's Tourism Area Life Cycle Model (TALC)

Annotate in a summary key features of each stage



Key Terms

Emerging Destinations

Bullet point 5 key characteristics of an emerging destination

Research Bequia in the Caribbean. What makes it an emerging destination?

Mature Destinations

Bullet point 5 key characteristics of a mature destination

Research Phuket in Thailand. What makes it a mature destination?

Now compare and contrast the two destinations. What are their key differences?

Component 2: Learning Aim C - Destination Management

Government Role in Destination Management			Key Terms
Read through the learn sheets about government role in destination management. Complete the table below.			
Strategy	How	Why	
Travel restrictions			
Security measures			
Entry requirements			
Infrastructure			
Communication links			
Funding			
Sustainable development			
Taxes, rules and legislation			
			<p style="text-align: center;">Additional revision opportunities</p> <ul style="list-style-type: none"> Why do you think a country's government would want to encourage tourism? Give 5 ways a tourist might need the internet whilst on holiday. Think about Seaham as a tourism destination - what transport links are available? How could they be improved? What is sustainable tourism?

Component 2: Learning Aim C - Destination Management

Public and Private Sector Partnerships

Why is it important for public and private sector organisations to partner up in order to support tourism?

Key Terms

Voluntary Sector Partnerships and Destination Management Organisations

How do travel and tourism organisations support and partner with the voluntary sector?

What is the role of destination management organisations in supporting tourism?

Additional revision opportunities

- Research Thomas Cook Children's Charity and explain how it supports voluntary organisations.
- Research VisitBritain and summarise how it supports tourism in the UK.
- What is the difference between a national, regional and local destination management organisation?