

Factors affecting Global Travel and Tourism

Factors!

Homework (A)

Write small and neatly and try to include as much detail as possible. This is a piece of English and you need to respond with well written answers.

1. Identify three different factors that influence global travel and tourism. (3)

2. Describe how natural disasters can impact on travel and tourism desintations. (3)

3. Explain how tourists can protect themselves against infectious diseases, such as malaria, tetanus and typhoid. (3)

4. Explain three different safety measures that are used by airports to keep travellers safe. (3)

5. Discuss the effects that economic factors can have on a destination. (3)

Read the following article about the impacts of different factors on travel and tourism.

Tourist destinations recover from terrorist attack quicker than they would a natural disaster, according to travel analysts.

According to travel industry experts, terrorist attacks, such as the Brussels attack in 2016, lead to a short-term decline in bookings of 10-20 per cent, due to fears of future terrorist attacks. Destinations affected by terrorist attacks recover their visitor numbers, on average, after 13 months.

However, damage caused to infrastructure by natural disasters can have a much longer-term impact on visitor numbers. After the 2011 earthquake in Japan, it took the tourism industry 21 months to recover.

Now answer the following questions:

7. Earthquakes are one type of natural disaster. State **one** other type of natural disaster. (1)

8. One economic factor that affects tourism is changing costs of fuel. State **one** other economic factor that affects tourism. (1)

9. Media coverage includes newspaper reports, online reviews and travel blogs. Describe **one** advantage of positive media coverage. (2)

10. In response to security threats such as terrorism, airports have a number of safety measures in place, such as luggage being screened by a security scanner. Describe **one** disadvantage of such safety measures for travellers. (2)

11. Give **two** negative impacts of terrorist attacks for travel and tourism destinations. (4)

12. Explain how political instability can result in cancelled holidays. (3)

13. Assess why natural disasters may have a greater impact on travel and tourism destinations than terror attacks. (4)

For this assessment activity you will need to be able to interpret and use visitor data, such as that in Table 2.7.

Table 2.7: Visitors to the UK in 2017 by areas of residence in thousands

	North America	Europe	Other countries
May	514	2524	521
June	674	2307	582
July	645	2535	863
August	473	2696	789

14. Using Table 2.7, can you identify in which month most inbound visits from North America were made? (1)

15. Using Table 2.7, can you identify the number of inbound visitors to the UK in June from Europe? (1)

16. To what extent do you agree that inbound tourism from Europe is more important for the UK travel and tourism sector than inbound tourism from North America? Refer to Table 2.7 in your answer. (2)

17. VisitBritain needs to make a decision about where in the world its next marketing activities will focus on. Using data from Table 2.7, evaluate whether VisitBritain should focus on promoting tourism in North America or Europe. (3)

18. Identify three ways that travel and tourism organisations respond to influencing factors. (3)

Challenge

19. Compare how government responses (public sector) to influencing factors might be different from responses from private sector organisations. (5)
