

Influences on Global Travel and Tourism

Factors!

Revision Notes (A)

DEFINITIONS

Tourism = Temporary movement.

Economy = Wages and Employment.

Package Holiday = A holiday that typically includes transport, accommodation and transfers.

Travel and Tourism organisations =

These include hotels, visitor attractions, transport, restaurants, airports and tourist information centres. All create wealth and employment.

Who is employed in Tourism? =

Many, many jobs. These include airline pilots, travel agents, hotel managers, coach drivers, ski instructors, restaurant owners, souvenir sellers, entertainers, ferry operators, tour guides, chefs and holiday planners. There are three different sectors people can be employed in.

Private sector = e.g. hotels. Want to make a profit.

Public sector = e.g. Tourist Information Centre want to promote a service. Funded by local/national government.

Voluntary sector = e.g. National Trust. Run with the aid of volunteers.

Many organisations are a combination e.g. The Higgins Gallery (Bedford) is a combination of public/voluntary.

Factors that influence global travel and tourism

Some factors can have a positive effect and some can have a negative effect.

Travel and tourism (T & T) organisations and destinations are influenced by many factors, many of which are beyond their control.

A Economic factors

Recessions are periods where there is a lot of unemployment and people don't have much money. People don't go on many holidays.

Boom periods are where most people have lots of money. It often means people take more holidays.

Disposable income during boom periods people have more disposable income. This is the money people have left at the end of the month when they have paid their rent and bills. They can choose what they want to do with disposable income. Many people choose to go on lots of holidays.

Fuel costs If the price of oil goes up this is bad for tourism because oil is used to power planes, coaches, ferries and trains. These take tourists to destinations. If the price goes up so does the cost of a person's holiday. If a holiday becomes too expensive people may choose not to go.

Changes in currency rate Currency is money. Different countries have different currencies e.g. USA = dollars, UK = pounds. If a person from the UK wants to visit the USA they have to sell some pounds (£) to get dollars (\$). If the exchange rate is low they won't get so many dollars. They may then decide to go to another destination e.g. France as the USA has become too expensive.

B Political factors

Politics often plays a part with T & T.

Legislation means laws.

Regulations means rules.

Visitor security all countries in the world use passports/identity cards. It means you know who is in your country. You can look out for criminals. One negative is there can be long queues at airports.

Equality when you enter many countries you have the same rights as local people. You can't be discriminated against because of race, colour, sex, etc ...

Planning laws often protect locations. You can't build a modern block of flats near the Taj Mahal or Stonehenge. They are protected through legislation.

There are many other ways legislation and regulation is used e.g. customer financial protection, health and safety and employment rights for people working in the T & T industry.

Political instability e.g. North African countries such as Morocco and Tunisia had thriving tourism industries. However "civil unrest" during the Arab Spring where killings took place in a bid to replace the countries leaders meant many people did not go back to these countries as tourists. This meant the new governments lost vital money normally gained from tourism. In more recent times some terrorism has occurred which again puts people off visiting.

Wars e.g. Syria had an excellent tourist industry with people visiting to enjoy the historical buildings and desert scenery. Very few tourists visit today as hundreds of thousands of people have been killed in a vicious civil war.

Case Study

Dubai is an Islamic country. It has some specific legislation and regulation. During Ramadan you are not allowed to eat and drink in public. Hotels are usually exceptions. Also, if you are a woman you have to dress "appropriately" in public. From the shoulders to the knees needs to be covered up.

C Natural Disaster factors

These can seriously affect T & T organisations and destinations.

They include earthquakes, volcanoes, floods, tropical storms and wildfire.

They can have a huge impact on local businesses, destroy infrastructure (e.g. roads, dams, power lines), cause massive disruption for local people and tourists and cause both to be evacuated or even repatriated (this means they have to begin a new life in an area not affected by the disaster. Often a new country!)

Case Study

The Bahamas are a group of 700 islands in the Caribbean. It is an idyllic, tropical paradise and normally gains 60% of its GDP from tourism. Half of all working age people are employed in tourism in the Bahamas. When hurricane Dorian (a tropical storm) struck the Bahamas in August/September 2019 it totally destroyed huge areas of the islands and winds of 185 mph left hundreds dead, 70,000 homeless and caused \$7 billion of damage. Hotels, airports, attractions were all ruined and it will take many years for the islands to recover. Of course it will have a huge affect on visitor numbers as very few people will want to go and visit this ruined paradise.

D Media, publicity and image

There are many different types of media and they range from newspapers and magazines through to online reviews. They can also include travel blogs, film, radio, TV and the coverage given to the sports events e.g. the Olympics and the World Cup. The London Olympics was praised as having generated a lot of very positive publicity for London. Of course, this also includes the use of social media. e.g. Facebook, Expedia, Trip Advisor etc. The key factor is that destinations need positive media to encourage visitors to go.

Negative media means visitors will stay away e.g. Magaluf and Faliraki have reputations as 'wild party' resorts and can attract negative publicity due to drunkenness, swearing and fighting.

Some destinations see an increase in visitors because they have featured in popular TV programmes e.g. certain places in Spain, Croatia and Northern Ireland have seen an increase in visitors due to Games of Thrones. Similarly, Cornwall has experienced another surge in visitors due to the success of Poldark. 50 million visitors a year go to Times Square in New York. It is a popular movie location and has featured in Spiderman, Superman and Captain America.

Negative publicity can have a dreadful effect on the tourism industry e.g. Tunisia suffered very badly after a lone terrorism attack in 2015.

E Safety and Security concerns

Personal Safety Staying safe can make the difference between a dream holiday and a nightmare! It can feel frightening being abroad particularly if you don't know or understand a country's laws and regulations. This is especially so if you don't understand the language. Risks can include theft, accidents and getting lost!

Safety measures

E.g. Bag checks when entering museums, theatres and attractions – a response to the threat of terrorism.

At airports a lot of security goes on. You need a passport to fly. Luggage is screened by a security scanner. Items banned from airports include acid, snooker balls, explosives, knives, scissors and toy guns.

Security checks can be time consuming and frustrating. They can cause delays and inconvenience, particularly at airports.

Safety guidance

Advice on safety and security is supported by the FCO (Foreign and Commonwealth Office) who will sometimes issue advice not to travel to a destination e.g. Sept 2018 FCO issued guidance to not travel to North Sinai, Egypt due to a lot of criminal activity and terrorist attacks on police/security forces in area.

Advice can be given by travel companies e.g. Trivago about where not to go in a city and times to avoid certain areas.

Advice can also cover awareness of risks of being in an unfamiliar area e.g. poisonous snakes or scorpions in Australia.

Effect of safety and security on the appeal of destinations

If a destination is no longer seen as safe this can be devastating to the tourism industry. A gunman killed more than a dozen people in Sousse, Tunisia in 2015. The FCO warned against travelling to Tunisia. This invalidates all insurance and is really a travel ban. This has an effect on jobs in this country and in Tunisia e.g. if you are a holiday company that specialises in holidays to Tunisia you no longer have a business! The ban was lifted in 2017.

Visitors to Tunisia from the UK

2014 – 430,000

2017 – 28,000

This is a very difficult situation for the government of Tunisia to deal with.

F Health risks and precautions

Infections, diseases and illnesses

West Africa has the potential for a fantastic tourist trade due to its beaches, animals and history (e.g. slavery). However, a terrible Ebola epidemic killed 12,000 people in 2013. The FCO placed travel restrictions on going to this part of the world.

People may decide to not visit an area if they have concerns about disease and illness e.g. Malaria can be caught in tropical areas from mosquito bites. Half a million people die every year from Malaria. This effects visitor numbers to parts of Africa and India.

Cholera kills 70,000 people each year and is a disease caught after drinking dirty water. You could catch it in India for example. Many tourists will prefer to go to a safer location e.g. France where there is no chance of catching such a horrible disease.

The Zika virus is very bad for pregnant mothers as it can lead to your child having brain damage. It affects Indonesia and Brazil and is passed on by being bitten by mosquitos.

A2 Response to factors (Private sector Travel and Tourism Organisations)

- In response to the Paris riots of 2018 French Travel and Tourism organisations used the media to inform potential tourists that the riots were only taking place in a small part of Paris and all the best Parisian attractions were still open.
- If you don't have enough money you won't be able to trade. After more than 100 years of business Thomas Cook closed in September 2019. 9000 people lost their jobs in the UK. Thomas Cook had been unable to compete with Travel Agents who had a stronger online presence.
- A volcanic eruption in Bali, Indonesia in 2018 saw Air New Zealand cancel flights to Bali and re-route to land on neighbouring islands.
- Positive media (online, newspapers, films, blogs, etc ...) is so important. Good news stories about Croatia (beautiful Mediterranean destination, recent finalists in the football World Cup and presence in programmes such as Game of Thrones) has seen an increase in flights to Croatia. In 2018 there were 70 more flights a week than in 2017 from the UK.
- After a lone gunman killed 20+ British tourists in Sousse, Tunisia in 2015 the FCO advised against all travel to Tunisia. By 2017 Tunisian and UK holiday companies were using cut price holidays as a way of getting more visitors to go to Tunisia. Price cuts is a very effective way of getting visitors to return to a destination that has suffered from a natural disaster/terrorist attack.
- During the Ebola crisis in West Africa between 2013 and 2016 British Airways cancelled all flights to Liberia/Sierra Leone.
- Technological improvements have allowed Quantas to fly non-stop to Australia in just 17 hours. This makes it more appealing to many tourists.
- Airports have many more security measures now to ensure passengers receive maximum protection. This can have the affect of longer time for passengers in the terminal however so may not be very popular.
- Every year holiday companies add "new" destinations to their portfolio to appeal to customers. In 2019 Thomas Cook had added Seattle (USA), Girona (Italy) and Thessaloniki (Greece) as "new" destinations for tourists to visit.

- To guard against increased fuel costs many airlines/transport companies buy their fuel early at a slightly inflated price. This is known as "hedging" and ensures that if there are significant price rises then airlines are not caught out having to pay prices they can't afford.
- Managing PR is important to travel companies. Thomas Cook got much negative publicity when two children were killed whilst sleeping in a hotel they (Thomas Cook) were using from carbon monoxide poisoning.

Response to Factors (Public sector – Governments)

- One of the government's job is to protect people. The Foreign and Commonwealth Office (FCO) offer travel guidance to UK citizens on all countries in the world. If the FCO says a destination is not safe e.g. Syria or North Korea then travel insurance will not be issued.
- Local government officials issue reports on e.g. the traffic. National governments give advice about worldwide issues e.g. hurricane threats.
- Some governments e.g. North Korea severely limit the ability of their own people to travel!
- The island of Boracay in the Philippines (it's most famous destination) was closed for 6 months by the President so it could be cleaned up as pollution was threatening its future.
- Visas are issued by Governments allowing foreign visitors to enter their country. They are likely to tell you the dates you are allowed in, your right to work and whether there are any travel restrictions. In 2008 a lot of tourists to the Beijing Olympics complained at the restrictions placed on them. They weren't allowed to go where they wanted in Beijing and China despite the Olympics being a great success.
- Governments normally have government bodies whose job it is to promote tourism. In Britain its "Visit Britain" and their job is to publicise the country as well as possible.
- Governments can encourage the tourism industry by providing funding that supports apprentices coming into the industry.
- Governments can invest in large infrastructure projects in the country e.g. new roads, railways, airports, dams etc ... which benefit the tourism industry.
- Governments can order new or tightened security measures e.g. after the Manchester bombing all visitor attractions had new advice on bag checks. Airports are another area where governments normally bring in tight security controls.

Response to factors (Voluntary sector – Charities)

- A voluntary organisation is an organisation with a significant amount of volunteers in it. Voluntary organisations may do the following:
 - ★ Preserve historic buildings.
 - ★ Promote sustainable tourism
 - ★ Provide emergency support to an area that has suffered from a major natural disaster.

Case Study

e.g. The Travel Foundation (TTF)

- ★ Works in partnership with individuals, groups, businesses and governments on tourism related matters.

Aims to promote tourism that is sustainable. That is it aims to aid people and the area both economically and environmentally.

In St Lucia TTF works with different stakeholders on a project to catch and eat lionfish! The lionfish is an invasive species that is not native to the West Indies. By catching and encouraging locals and tourists to eat these fish, jobs are created, money is made by local businesses and the environment protected from the fish.

TTF also worked with the Rastafarian community in Jamaica to show how they could partner with a big travel organisation such as TUI to gain jobs and income from visits to their village. Like the best tourism projects both organisations benefit!

Voluntary organisations need to secure funding to be able to do their work. This funding often comes from rich individuals, businesses or the National Lottery but is often hard to get.

After a natural disaster e.g. Hurricane Dorian in the Bahamas that can have a devastating affect on a local tourism industry voluntary organisations such as UNICEF, Oxfam and The Red Cross are often involved in helping visitors of e.g. Tsunamis, floods, tropical storms or earthquakes.