# Component 3: Learning Aim A: Factors influencing global travel and tourism

## Economic Factors

| | |
|---|---|
| Recession / Boom | Affects the amount of money people are willing to spend on holidays and travel. |
| Levels of employment | Affects the levels of disposable income that people have to spend |
| Fuel costs | Affects the costs of travel e.g. plane tickets, coach tours. |
| Currency exchange | Affects the affordability of destinations e.g. how many $ to the £ can you get? |

**Natural Disasters:** Earthquakes, volcanic eruptions, tsunamis, sink holes.

**Severe weather events:** Flooding, drought, wild fires, landslides, tropical storms e.g. hurricanes, avalanches, snow storm.

**Possible effects:** impact on local businesses, infrastructure, business operations, disruption & cancellations for visitors, repatriation (return of someone to their own country), evacuations.

**Media, publicity and image:** How media exposure of global destinations affects visitor numbers. e.g. Maya bay on Phi Phi island which was made famous by the DiCaprio Film The Beach (2000)

**Types of media:** newspaper articles, online reviews, travel blogs, use in films or TV dramas.

**Positives:** media coverage of international sporting events show places in a positive light.

**Negative:** Documentaries show what destinations are actually like.

## Political Factors

| | |
|---|---|
| Legislation / regulations | Used for visitor security, equality, customer financial protection. |
| Funding and tax incentives | Governments promote tourism through funding and tax incentives to encourage tourism development. |
| Trade and taxes | Affect the cost of travel and visitor numbers to a destination due to additional costs. |
| Political instability | Civil unrest and war can result in disruption, cancelled holidays, business failure, poor image |
| Passport and visa (entry) | Affects visitor numbers to a destination e.g. application for a visa to enter a country. |

## Health risks and precautions

**Infectious diseases and illnesses:** malaria, yellow fever, cholera, tetanus, typhoid, norovirus symptoms, vaccinations.

Health risks could lead to bad publicity for global destinations and travel ad tourism organisations.

**Precautions and preventative measures:** clothing, medicines, equipment, appropriate insurance, hygiene, food and drink choices.

The need to take precautions could influence visitor choice of destination or holiday due to time and cost.

## Safety and security concerns

Risks relating to personal safety and security in an unfamiliar environment (theft, accidents, getting lost).

Safety measures implemented by authorities and travel providers are in place on transport and at terminals and influence visitors e.g. delays, inconveniences, reassurance of security.

Visitors need to be aware of guidance relating to individual safety and security when I global destinations e.g. times and areas to avoid when going out, keeping possessions safe, being aware of risks due to unfamiliarity of destination, including safety of natural environments.

Possible effects of safety and security concerns on the appeal of global destinations.

## Responses to factors

**Private responses:** Travel and tourism organisations.
- Adapting and developing new products and services depending on economic, political and environmental factors.
- Adapting operational procedures: political issues and safety and security.
- Reviewing destinations offered.
- Reviewing price structures: adjusting pricing to maintain visitor numbers, attract different types of visitors.
- Managing public relations: looking after their customers.

**Public responses:** Government: local, regional, national.
- Providing public with up-to-date information.
- Imposing travel restrictions.
- Promoting a positive image.
- Encouraging employment.
- Improving infrastructure.
- Introducing or tightening of security measures.

**Voluntary responses:** Voluntary organisations.
- Promoting sustainability, conservation and protection.
- Campaigning for governments to affect change.
- Raising awareness of issues – ethical, environmental.
- Raising funds.

# A1 Factors that influence global travel and tourism

**Factors which can impact travel and tourism**

1. Economic factors
2. Political factors
3. Natural disasters
4. Media, publicity and image:
5. Safety and security concerns
6. Health risks and precautions

*Different types of legislation and regulations can be used for ...*

- visitor security,
- equality,
- customer financial protection,
- developing services and facilities,
- controlling development;
- health and safety laws,
- employment laws,
- planning laws / trade

- **Economic Factors** – an understanding of how recession / boom can after the amount of money people are willing to spend on holidays and travel / levels of employment affects the level of disposable income that people have to spend on holidays, travel cost and living costs within the destination / changing cost of fuel can affect travel costs / fluctuations in currency exchanges rates affect the affordability of destinations.

- **Media, publicity and image**: an understanding of: types of media - newspaper reports, online reviews, travel blogs, use in film or TV drama, media coverage of international and sporting events o how media exposure of global destinations can affect visitor numbers.

*Passport: "An official document issued by a government that confirms the owners identify and citizenship. It allows you to travel under its protection to foreign countries."*

- **Political factors** – an understanding of how: different types of legislation and regulations can be used for visitor security, equality, customer financial protection, developing services and facilities, controlling development; health and safety laws, employment laws, planning laws / trade, airport and other taxes can affect the cost of travel and visitor numbers to a destination / passport and visa/entry requirements can affect visitor numbers to a destination / governments promote tourism through funding and tax incentives to encourage tourism development / political instability, civil unrest and war can result in disruption, cancelled holidays, business failure, poor image.

- **Natural disasters** – an understanding of: natural disasters – earthquakes, volcanic eruptions, tsunami, sink holes / severe weather events – flooding, drought, fires, landslides, hurricanes, tornadoes, avalanches, snow storms / possible effects - impact on local business, infrastructure, business operations, disruption / cancellation for visitors, repatriation, evacuation.

**Definition**: A **visa** is a conditional authority for a visitor to be allowed in a country they are not a citizen of, for an agreed amount of time and agreed type of activities.

**Visas** - Used to raise income by the government/used for security purposes/used also to check on tourists and countries they have visited previously as a way of monitoring health

**Political factors** –
- political instability, civil unrest and war
- can result in **disruption, cancelled holidays, business failure, poor image.**
- What kind of **disruption** will be caused and to whom?
- Who will be affected by **cancelled holidays**?
- How will it affect them?
- What impact will **business failures** have on the economy?
- How will a **poor image** impact on a destination?
- Who is to blame for the **poor image**?

# Symptoms of tetanus

The symptoms of tetanus usually develop 4 to 21 days after infection. On average, they start after around 10 days.

The main symptoms include:

- stiffness in your jaw muscles (lockjaw), which can make opening your mouth difficult
- painful muscle spasms, which can make breathing and swallowing difficult
- a high temperature (fever) of 38C (100.4F) or above
- sweating
- a rapid heartbeat

Left untreated, the symptoms can get worse over the following hours and days.

## Tetanus travel jab

Tetanus is found throughout the world, so you should ideally make sure you're fully vaccinated before travelling abroad.

Contact your GP surgery for advice if you're planning on travelling abroad and haven't been fully vaccinated against tetanus, or you're going to an area with limited medical facilities and your last vaccine dose was more than 10 years ago.

If you've never had a tetanus vaccination before, you may be advised to have as many of the three initial doses of the vaccine as possible before you leave (there should be one-month gaps between each dose) and complete the full course when you return.

If you've been partly or fully vaccinated, a tetanus shot is usually still recommended as a precaution if you're travelling to an area with limited medical facilities and your last dose of the vaccine was more than 10 years ago.

## Malaria

**Malaria is a serious tropical disease spread by mosquitoes. If malaria is not diagnosed and treated promptly, it can be fatal.**
A single mosquito bite is all it takes for someone to become infected.
**WHO** "2012 there were 207 million cases of malaria worldwide and 627,000 deaths."

**Prevention**
Avoid mosquito bites by using insect repellent, covering your arms and legs and using a mosquito net.
Check whether you need to take malaria prevention tablets – if you do, make sure you take the right antimalarial tablets at the right dose, and finish the course.

**Precautions:** Avoid mosquito areas such as swamps, forests and jungles, choose air conditioned accommodation, mesh screening over windows and doors, long sleeves/protective clothing, mosquito repellent, plug ins.

# Symptoms of typhoid fever

The main symptoms of typhoid fever are:

- a high temperature that can reach 39 to 40C
- headache
- general aches and pains
- cough
- constipation

As the infection progresses, you may lose your appetite, feel sick, and have a tummy ache and diarrhoea. Some people may develop a rash.

# Typhoid fever vaccination

In the UK, 2 vaccines are available that can provide some protection against typhoid fever.

These involve either having a single injection or taking 3 capsules over alternate days.

Vaccination is recommended for anyone planning to travel to parts of the world where typhoid fever is widespread.

It's particularly important if you're planning to live or work closely with local people.

But as neither vaccine offers 100% protection, it's also important to follow some precautions when travelling.

For example, you should only drink bottled or boiled water, and you should avoid foods that could potentially be contaminated.

| Some risk areas |
| --- |
| large areas of Africa and Asia |
| ❖ Venezuela |
| ❖ Haiti and the Dominican Republic |



Symptoms of **Malaria**

Central - Headache
Systemic - Fever
Muscular - Fatigue - Pain
Back - Pain
Skin - Chills - Sweating
Respiratory - Dry cough
Spleen - Enlargement
Stomach - Nausea - Vomiting

## Preventing norovirus

It's not always possible to avoid getting norovirus, but following the advice below can help stop the virus spreading.

- Stay off work or school until at least 48 hours after the symptoms have passed. You should also avoid visiting anyone in hospital during this time.
- Wash your hands frequently and thoroughly with soap and water, particularly after using the toilet and before preparing food. Don't rely on alcohol hand gels, as they do not kill the virus.
- Disinfect any surfaces or objects that could be contaminated. It's best to use a bleach-based household cleaner.
- Wash any items of clothing or bedding that could have become contaminated separately on a hot wash to ensure the virus is killed.
- Don't share towels and flannels.
- Flush away any infected poo or vomit in the toilet and clean the surrounding area.
- Avoid eating raw, unwashed produce and only eat oysters from a reliable source, as oysters can carry norovirus.

## Symptoms of norovirus

The symptoms of norovirus are very distinctive.

You're likely to have norovirus if you experience:

- suddenly feeling sick
- projectile vomiting
- watery diarrhoea

Some people also have a slight fever, headaches, painful stomach cramps and aching limbs.

The symptoms appear one to two days after you become infected and typically last for up to two or three days.

# Syria: How has war affected tourism?

- Since the beginning of the Syrian Civil War in March 2011, tourism has declined steeply.
- According to official reports, hotel rooms designed for foreign tourists have been occupied by refugees.
- In the first quarter of 2012, tourism revenue was about 12.8 billion Syrian pounds ($178 million), compared with 52 billion Syrian pounds ($1 billion) in the first quarter of 2011, and the number of foreign tourists decreased by more than 76 percent in the 2012 quarter.
- Employment in the tourism industry was down by "nearly two-thirds" in that period.

**Others risks when travelling abroad**
1. personal safety and security in an unfamiliar environment,
2. theft,
3. accidents,
4. getting lost

## Impacts

| Short Term | Long Term |
|---|---|
| Threat to life | Rebuilding of building and infrastructure |
| Damage to buildings | Insurance costs |
| Evacuation | Cancelled holidays |
| No communication | Reputation of area |
| Travel Alert | Unemployment |
| Airports closed | |

**Environmental Impacts.**

**Categories** of...

- natural disasters (earthquakes, volcanic eruptions, sink holes and tsunamis)
- ... and severe weather events (flooding, drought, fires, landslides, hurricanes, tornadoes, avalanches and snow storms).

**Travel and tourism organisations such as Tour operators will need to respond to the various factor that affect the travel and tourism industry – Factors that they might need to respond to are the following:**

- Economic factors - Currency fluctuations Boom / Recession
- Political factors – War/Political Unrest/Terrorism
- Natural disasters – Earthquakes/Volcanic eruptions/Hurricanes (Extreme weather)
- Media, publicity and image- Overcrowding/Pollution/Negative Online reviews by customers
- Safety and security concerns- Terrorism/Crime
- Health risks and precautions –Illnesses/Diseases

## A2 Responses to factors that influence global travel and tourism

- **Travel and tourism organisations** – an understanding of possible responses, including:
- / adapting and developing new products and services
- / adapting operational procedures
- / reviewing destinations offered
- / reviewing price structures – adjusting pricing to maintain visitor numbers, attract different types of visitor
- / managing public relations.

- **Government: local, regional, national** – an understanding of possible responses, including:
- / providing public with up-to-date information
- / imposing travel restrictions
- / promoting a positive image
- / encouraging employment
- / improving infrastructure
- / introducing or tightening of security measures.

- **Voluntary organisations** – an understanding of possible responses, including:
- / promoting sustainability, conservation and protection
- / campaigning for governments to affect change
- / raising awareness of issues – ethical, environmental / raising funds.

# Component 3: Learning Aim B: Impacts of travel and tourism and sustainability

When you are talking about the impacts of tourism on destinations, remember to classify each impacts as:

- **Social** - these are the impacts that affect people, their culture and their way of life.
- **Economic** - these are the impacts that affect jobs, cost of living and the contribution of tourism to the wealth of a destination.
- **Environmental** - these are the impacts that affect the surroundings in a destination, both natural and built.

## Social Impacts

| Negative | Positive |
|---|---|
| Disruption to everyday life | Improved quality of life |
| Loss of culture and traditional lifestyle | Access to facilities |
| Resentment towards visitors | Improved transport and infrastructure |
| Increased crime | Improved healthcare |
| Exploitation of locals | Improved cultural awareness |

### Management

- Educating visitors to encourage them to reduce their negative impacts on the local community and culture; how to behave and dress appropriately without causing offence to local communities; how to show respect for traditions and religions; how to avoid conflict.
- Infrastructure development can benefit local people.
- Include local communities in decision making.
- Partnership projects where local economies have a share or ownership of a resort / lodge and providing staffing.
- Introducing tourist taxes and using the money for community projects.

## Environmental Impacts

| Negative | Positive |
|---|---|
| Loss of habitats and wildlife | Conservation |
| Traffic congestion | Environmental education |
| Increased pollution: noise and air | Creation of green open spaces |
| Environmental degradation. | Regeneration |

### Management

- Visitors are managed - restricting the number of visitors allowed into a destination at a particular time, controlling movements, direction of flow - issuing visas and permits, maximum limits.
- Traffic can be managed - restricting the amount of traffic allowed into a destination, providing affordable and frequent public transport, adequate parking facilities, park and ride schemes. Visitors are encouraged to use alternate types of transport - hybrids, green and electric-powered transport.
- Planning is controlled - building regulations, planning permission, size and location of developments, maintain local style in scale and design.
- Legislation and regulations encourage sustainability and reduce the environmental impacts of tourism.
- Visitors are educated on how the can reduce their impact on the local environment and ways to contribute towards looking after it.
- Resources are controlled responsibility, including waste management, energy and water supplies - restricting fountains and water features that do no recycle water, limit the amount of pools.
- Natural areas vulnerable to the high volume of visitors are protected by creating nature / marine reserves, limiting or preventing access.
- Visitors are educated on the wildlife, natural world and special qualities of the environment.

## Economic Impacts

| Negative | Positive |
|---|---|
| Low-paid jobs | Employment opportunities |
| Seasonal unemployment | Training and education |
| Leakage | Multiplier effect |
| Increased cost of living | Contribution to taxes and GDP |

### Management

- Tourism can provide employment and training opportunities or local people, and give them access to higher-paid jobs and education
- Visitors can be encouraged to support local communities by buying local produce, crafts and food and using local transport.
- Governments can restrict the involvement of foreign-owned companies, all-inclusive resorts and staff to benefit the local economy / prevent leakage.

# B1 Possible impacts of tourism

**Possible negative impact of tourism on local communities**

- disruption to everyday life,
- loss of culture,
- resentment towards visitors,
- increased crime,
- staged authenticity,
- exploitation of locals,
- loss of traditional lifestyles

**Social**

**Possible positive impact of tourism on local communities**

- improved quality of life,
- access to facilities,
- improved transport and infrastructure,
- including healthcare
- and improved cultural awareness.

**Possible negative impact of tourism on the economy**

- low-paid jobs,
- seasonal unemployment,
- leakage,
- increased cost of living

**Possible positive impact of tourism on the economy**

- employment opportunities,
- training and education,
- multiplier effect,
- foreign currency earnings,
- contribution to taxes and GDP.

**Possible negative impact on the environment**

- loss of habitats,
- loss of wildlife,
- threatened species;
- increased pollution, including noise, air, water;
- overcrowding,
- traffic congestion,
- reduced biodiversity,
- environmental degradation;
- erosion to footpaths, riverbanks, lakeshores

**Possible positive impact on the environment**

- conservation, including protection of wildlife, protected areas, national parks;
- environmental education,
- creation of open spaces,
- improved street furniture;
- regeneration, including urban renewal and the reuse of traditional buildings for new activities.

# B2: Sustainability and managing social impacts

**Educating visitors -** encourage them to reduce their negative impacts on the local community and culture – how to behave and dress appropriately without causing offence to local communities; how to show respect for traditions and religions; how to avoid conflict.

- How infrastructure development can benefit local people.
- Including local communities in decision making.
- Partnership projects where local communities have a share or ownership of a resort/lodge and provide staffing.
- Introducing tourist taxes and using the money for community projects.

**Sustainable Tourism:** - meets the **needs** of **tourists** and **local communities** whilst also **protecting the environment** for the future.

**What is sustainable tourism?**

- **Showing respect for** local cultures and the natural environment.
- **Understanding** that there are resources in the world that are precious, such as water and energy, that need to be used carefully
- **Buying** local products and ensuring that local families receive fair economic returns
- **Protecting** endangered wildlife.
- **Enhancing and protecting** destinations to ensure that future visitors can enjoy them and that any negative impact on the people who live there is reduced
- **Being responsible** for the actions you take whilst also enjoying yourself.

# B3 Sustainability and managing economic impacts

- tourism can provide employment and training opportunities for local people, and give them access to higher-paid jobs and education
- visitors can be encouraged to support local communities by buying local produce, crafts and food, and using local transport
- governments can restrict the involvement of foreign-owned companies, all-inclusive resorts and staff to benefit the local economy
- visitor spend can be increased and retained.

Try to explore the area beyond your hotel, chat with local people, and put some money into the community by eating in local restaurants and downing a few drinks in local bars. You'll have a memorable experience, and you'll be helping the wider economy. Any decent hotel will be delighted to guide you towards lovely eateries, because they want you to enjoy the best the country has to offer.

When you're wandering around local markets, look for souvenirs from the country or the region, rather than a mass-produced trinket churned-out in a Chinese factory.

**Sustainable Tourism:** meets the **needs** of **tourists** and **local communities** whilst also **protecting the environment** for the future.

"**Responsible tourism** is **tourism** which: minimizes negative social, economic and environmental impacts. generates greater economic benefits for local people and enhances the well-being of host communities.

# B4: Sustainability and managing environmental impacts

**Visitors can be managed in the following ways...**

- restricting the number of visitors allowed into a destination at a particular time

- controlling movements

- direction of flow

– issuing visas and permits, maximum limits

**Traffic can be managed by ...**

- restricting the amount of traffic allowed into a destination

- providing affordable and frequent public transport

- adequate parking and facilities

- park and ride schemes

**New tourist developments can be sustainable if...** planning is controlled – building regulations, planning permission, size and location of developments, maintain local style in scale and design

- Ensuring buildings are built to be safe and sturdy-e.g. Earthquake proof.
- Planning permission-Is the type of building right for the location?  Hotel on farmland?
- Heritage Protection – Will the building compromise the integrity of a location? (ie look out of place).
- Size and location of developments- Brownfield sites often get planning permission as it regenerates areas
- No high rises in many parts of Lanzarote - Best to build in styles that reflects local areas
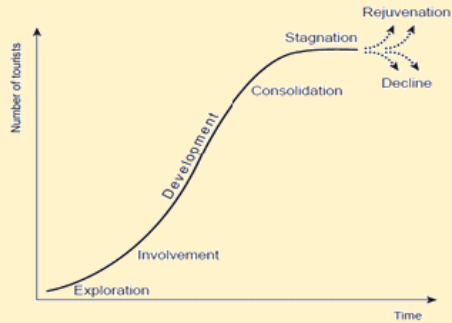
**Other Legislation that could be used to develop tourism**
- Health and safety laws/Charging for Visas and Entry Permits/Tax (Incentives to attract businesses)/Employment Law - Minimum wage

## Tourism development

Stages of tourism development as suggested by **Butler's Tourist Area Life Cycle (TALC) model**.



## Emerging destinations

Destinations which have grown in popularity over the last 10 years

Main characteristics of an emerging destination:

• Authentic experiences (unspoilt culture and natural features)

• Difficult to access

• Undeveloped transport links

• Basic infrastructure, healthcare and education

• Seek to develop tourism as low volumes of visitors

• Limited awareness

## Mature destinations

Destinations which have been popular for over 20 years and have seem tourism develop and grow steadily over this time

Main characteristics of a mature destination

• Mass tourism

• Fully integrated transport links

• Fully developed infrastructure

• Strain on resources

• Impacts on natural and cultural features

• Established season

• Advertising and marketing

• Appearance of visitor facilities

• Economical reliance on tourism

• Conflict between local community and visitors

## The importance of partnerships in destination management

**Types of partnership and their purpose:**

• **Public and private sector** – new tourism developments such as hotel funded by private sector, local authority may require restrictions on design, size and scale.

• **Voluntary and private sector** – private sector may assist with the costs of promoting or running an event and in return receive positive publicity.

• **Public and voluntary sector** – to promote good causes, raise awareness, educate and inform by sharing skills and resources.

## The role of local and national governments in destination management

Considering travel restrictions, security measures and entry requirements, including passport and visa requirements

• Improving transport links and networks – road, rail, air, sea, gateways and hubs; and infrastructure – energy supply, water supply, waste disposal

• Supporting, approving and controlling the development of facilities and tourism infrastructure

• Improving communication links – accessibility to the internet, Wi-Fi

• Attracting funding from outside investors or the private sector

• Providing funding for new initiatives in transport, events, training and infrastructure projects that support the local community and/or protect the environment

• Managing destinations by ensuring tourism development is sustainable – helps local communities benefit from tourism through employment, business initiatives, promoting 'support local' schemes; reduces possible negative impacts of tourism

• Managing tourism development through taxes, rules and legislation.

## Destination Management Organisations (DMOs)

Bring a range of different organisations together to form a partnership and work together on a major project, which may be short term or temporary – for the benefit of the destination, raise profile, launch new products, marketing, funding, sponsorships, and major events.

**Advantages and disadvantages of partnerships**

| Disadvantages | Advantages |
|---|---|
| Slows down decision-making process | Shared resources / skills / expertise |
| Less flexibility | New ideas |
| Conflicting aims and priorities | Shared costs |
| Difficulty in responding quickly to changes / | Increased coverage / publicity / profile |

## Butler's Tourism Area Life Cycle
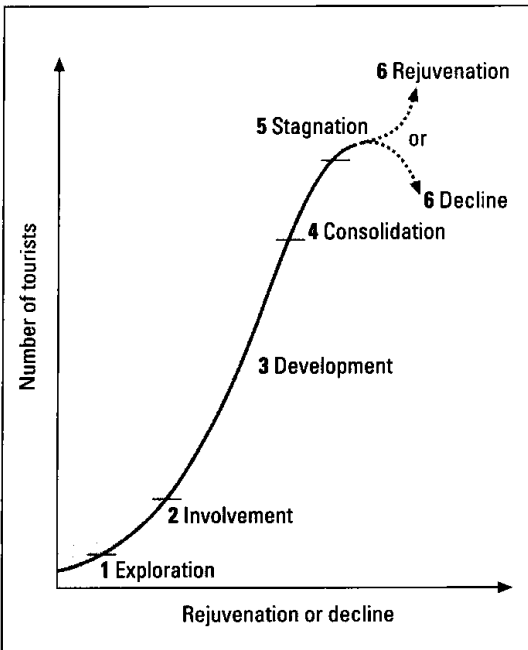


# C1 Tourism Development

**The multiplier effect**: How money spent by a tourist circulates through a country's economy.

- **Exploration: Small** number of tourist attracted by culture/natural beauty / Limited numbers. / Few **facilities** exist.
- **Involvement:** Some **involvement** by locals to provide tourists with facilities.
- **Development: Developing** tourism market - **Recognisable** tourist season.
- **Consolidation:** Tourism constitutes **major part of the economy.** At this stage **mass tourism replaces** what was once the **original economic function** of the settlement. It may appear that the **local culture** is being **diminished** by a more international culture.
- **Stagnation:** Peak tourist numbers reached. / Tourist **numbers plateau** / Older **facilities seen as "second rate"/**Resort **no longer fashionable**
- **Decline OR Rejuvenation:** Attractiveness continues to decline./ Visitors lost to other resorts / destinations. Resort becomes dependant on **visitors seeking a cheap break** / Unless efforts made to modernise and rejuvenate resort will continue to decline / **Niche Market:** Small or specialised market for a particular tourism product.

**Characteristics of emerging destinations may include:**

- visitors seek adventure, 'authentic' experience, culture or nature based
- may be difficult for overseas visitors to access
- transport links likely to be undeveloped
- basic infrastructure – energy, water, waste disposal
- local people may not have access to healthcare and education
- unspoilt natural and cultural features are the main attraction o local communities follow traditional lifestyles
- seek to develop tourism to boost economies, raise living standards
- low volume of visitors – may have to make own travel arrangements
- limited awareness of the destination globally.

**Characteristics of mature global destinations may include**:

- high volume/mass tourism with organised package holidays
- fully integrated transport links
- fully developed infrastructure
- may be a strain on resources such as water
- natural and cultural features may be damaged, diluted, overwhelmed by tourism
- established season
- extensive advertising of the destination, which is well known globally
- standard of visitor facilities may become run down
- local economy is reliant on tourism
- may be some conflict between locals and visitors.

# C2: The Role Of Local And National Governments In Destination Management

**Reasons governments may have for developing tourism to maximise the positive impacts.**

**Roles include:**

- considering travel restrictions, security measures and entry requirements, including passport and visa requirements
- improving transport links and networks – road, rail, air, sea, gateways and hubs; and infrastructure – energy supply, water supply, waste disposal
- supporting, approving and controlling the development of facilities and tourism infrastructure
- improving communication links – accessibility to the internet, Wi-Fi

**The role of local and national governments in destination management**

**Roles include:**

- attracting funding from outside investors or the private sector
- providing funding for new initiatives in transport, events, training and infrastructure projects that support the local community and/or protect the environment

**Roles also include...**

- Managing Destinations By Ensuring Tourism Development Is Sustainable helps local communities benefit from tourism through...
    - employment
    - business initiatives
    - promoting 'support local' schemes
    - reduces possible negative impacts of tourism

# C3 The Importance Of Partnerships In Destination Management

**Possible advantages of partnerships:**

- shared resources
- skills/expertise
- new ideas
- shared costs
- increased coverage
- publicity/profile.

**Possible disadvantages of partnerships:**

- conflicting aims and priorities
- less flexibility
- slows down decision-making process
- difficulty in responding quickly to changes/events

**Types of partnership and their purpose.**

- **Public and private sector** – new tourism developments such as hotel funded by private sector, local authority may require restrictions on design, size and scale.
- **Voluntary and private sector** – private sector may assist with the costs of promoting or running an event and in return receive positive publicity.
- **Public and voluntary sector** – to promote good causes, raise awareness, educate and inform by sharing skills and resources.
- **Destination management organisations** – bring a range of different organisations together to form a partnership and work together on a major project, which may be short term or temporary – for the benefit of the destination, raise profile, launch new products, marketing, funding, sponsorships, major events.