

Reasons for growth in tourism numbers

- Disposable income.
- Paid holidays.
- Cheaper and easier travel.



- Knowledge and understanding of places.
- Greater variety of holidays.
- Increase leisure time.





· Technology.

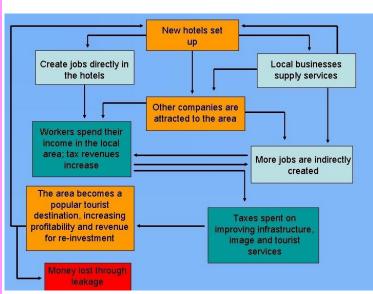




Global factors that influence tourism Terrorism and conflict Spread of viruses can reduce errorism threats mean people visitor numbers due to are less willing to travel quarantine rules or additional World economy Stock market issues impact on conditions on travel large companies, prices and value of currency etc Advertising and media Good or bad the reputation of Weather destinations can be affected Bad weather can discourage by how they are portrayed eg tourists eg wet summer of 2007 in UK, hurricanes in the Dubai Caribbean In times of recession people cut back on the luxuries Transport disasters Airplane or train crashed may Natural Hazards put people off travelling Eruptions or the threat of an eruption can impact on people travelling by air or to a particular destination Major sporting events World cups, Olympics attract tourists eg London 2012 generated £5.2 billion for the

Tourism

The multiplier effect.



How do destinations develop? TOURISM AREA LIFE CYCLE MODEL [BUTLER 1980] Discovery Local Institutionalism or decline Stagnation, rejuvenation or decline Consolidation Rejuvenation Exploration

Key terms

Tourism- travelling to, and staying in, places outside their usual environment.

Time ----

Mass tourism- large numbers of people visit the same place at any one time.

Inbound- Travelling to the UK.

Outbound- Travelling out of the UK.

Domestic- Travelling within the UK.

Sustainable tourism- Tourism that protects the environment.

Direct employment- Jobs created by the travel and tourism industry. e.g. Pilot

Indirect employment- Jobs that are created to supply and support travel and tourism organisations. e.g. A baker that supplies bread to a hotel