

Component 3

Influences on Global Travel and Tourism

 Student eBook

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Edited by Ray Youell

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Component 3: Influences on Global Travel and Tourism

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BTEC Tech Award in Travel and Tourism

Component 3: Influences on Global Travel and Tourism

Introduction

Exactly matched to the 2022 Pearson BTEC Level1/Level 2 Tech Award in Travel and Tourism specifications, this book provides comprehensive coverage of **Component 3: Influences on Global Travel and Tourism**. The purpose of this publication is to support students in developing their understanding of the content of the specification by explaining and expanding on the terminology used.

There is a **Teacher's Resource** to accompany this book – [*Influences on Global Travel and Tourism – Student Activities and Exercises*](#), which contains support exercises based on the full content of the component to help students prepare for their external assessment.

This resource should be used in conjunction with other materials available on the Pearson Qualifications' website, including the current specification, teachers' guide and sample assessment materials.

This book puts into context the wide range of terminology contained within the component. Centres should also be aware that this component is identified as being synoptic. Therefore, students will have to relate the concepts covered in this component to the content areas of components 1 and 2.

Covid-19

It is important to remember that since March 2020 the UK and global travel and tourism industries have been severely affected by the Covid-19 pandemic, with both domestic and international travel severely restricted, resulting in drastically-changed patterns of tourism. Restrictions on travel have impacted negatively on many travel and tourism organisations and the volume of international travel is yet to reach pre-pandemic levels.

I hope you find this book a useful companion for your BTEC Tech Award in Travel & Tourism course and wish you well in your studies.

Bob Holland
October 2023

How to use this book

This publication covers the content of **Component 3** of the BTEC Tech Award in Travel and Tourism, with first teaching from September 2022. The component is divided into three sections:

- A** – Factors that influence global travel and tourism.
- B** – Impact of travel and tourism and sustainability.
- C** – Destination management.

This book includes the following features:

1. **Component overview and introduction** – giving details of the content for the unit.
2. **Assessment for the component** – details of how you will be assessed.
3. **Icebreaker activities** – for each section to help make a start with topics.
4. **Clearly-labelled sections** – exactly covering the specification content for the component.
5. **Student activities** – to promote knowledge and understanding, while developing research skills.
6. **‘Did you know’ sections** – snippets of factual information to expand knowledge and promote discussion.
7. **Charts, diagrams and images** – to add realism while learning about travel and tourism.

Although this book is provided primarily for tutors and students studying the 2022 Pearson BTEC Level 1/Level 2 Tech Award in Travel and Tourism qualification, it will be of use on similar Level 1/Level 2 courses, such as those offered by NCFE, WJEC/Eduqas and City & Guilds.

Access to more Travel and Tourism resources

Staff and students are welcome to visit our website www.tandtpublishing.co.uk and register for access to our expanding database of travel and tourism resources. You will find a wide range of free and subscription resources, including the latest industry news, videos and video clips, links to relevant websites, blank maps, tourism statistics, student activities, etc. Simply visit the website and click on ‘Free Resources’ on the top bar to learn more.


About the author

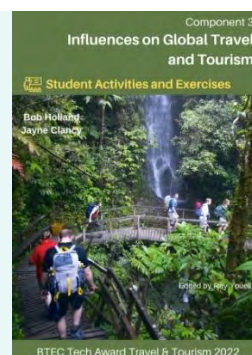
Bob Holland has been involved in the field of tourism education for more than 25 years, through working with a range of organisations to develop resources and provide professional development opportunities for teachers. He has worked as a Chief Examiner and Principal Moderator, and has been closely involved with the development of a number of Travel & Tourism specifications. He is the author of a number of popular Travel & Tourism textbooks and eBooks, including these for the [2022 BTEC Tech Award](#) and [WJEC Level 3 resources](#).

Also available

Student Activities and Exercises

Component 3: Influences on Global Travel and Tourism

[Learn more](#) 



Component 3: Influences on Global Travel and Tourism



What you will study in this component

A : Factors that influence global travel and tourism

B : Impact of travel and tourism and sustainability

C : Destination management



Introduction to the component

The travel and tourism industry operates across the globe and is influenced by many factors. Some of these are outside of its control, such as hurricanes, wildfires in forests, volcanic activity, terrorist threats, economic crises and health pandemics.

In this component you will investigate the many different factors that can influence travel and tourism organisations and destinations, plus the ways in which travel and tourism companies and governments respond to these factors.

You will learn about the positive and negative impacts that tourism can have on the environment, local communities and their cultures. Sustainability is an important concept in all aspects of life on earth and tourism can play its part by minimising the negative impacts and maximising the positive benefits of the industry.

Finally, you will explore how tourism destinations change over time, leading to increased or decreased visitor numbers. You will also investigate the role that governments play in tourism development and the importance of organisations working in partnership to achieve sustainable tourism development.

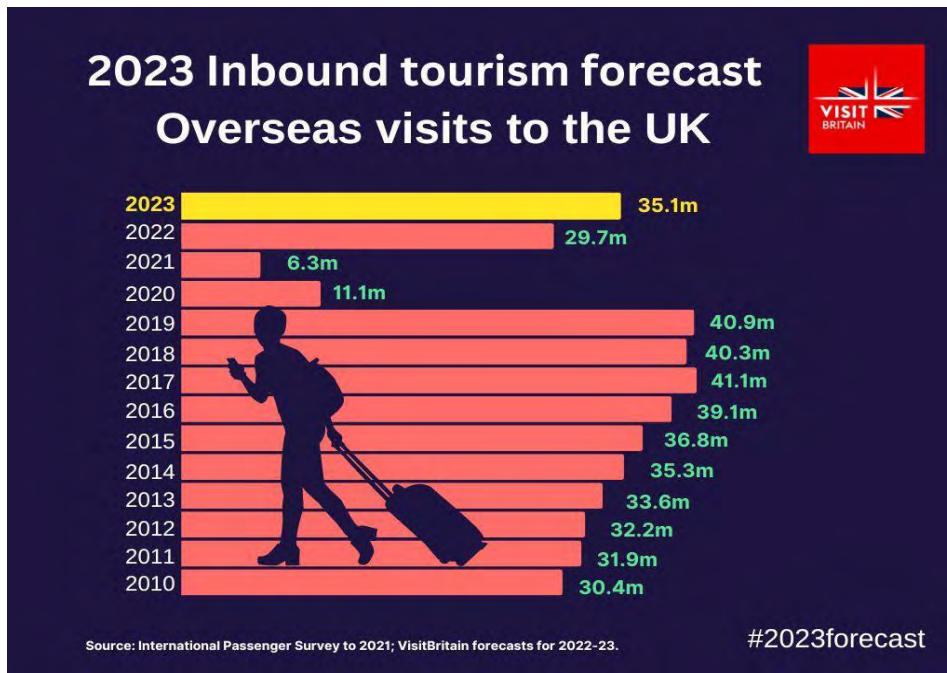
This external component builds on the knowledge, understanding and practices acquired and developed in Components 1 and 2 of the Tech Award. You will develop transferable skills, including research skills, which will support your progression to higher level vocational or academic qualifications.



Assessment for this component

This component is assessed externally via an exam set and marked by the awarding body (Pearson) and carried out under supervised conditions in your centre. You will answer a number of short- and long-answer questions that will assess your understanding of the factors influencing tourism in global destinations, the impact of tourism on global destinations, sustainability and destination management.

There is a **Teacher's Resource** to accompany this publication – [*Influences on Global Travel and Tourism – Student Activities and Exercises*](#) is available from Travel and Tourism Publishing. This resource contains support exercises based on the full content of the component to help students prepare for the external assessment.



The different factors that have an impact on travel and tourism businesses can also influence where people choose to go on holiday or take a short break. For example, the high summer temperatures of recent years in Mediterranean tourist resorts are making some people rethink their travel plans and choose destinations with cooler summer temperatures, such as northern France, Germany and Scandinavia. These changes in demand have a knock-on effect on travel and tourism companies – tour operators and airlines, for example, will offer different destinations in response to changes in customer demand. Destinations in the hotter areas will also lose out in terms of reduced visitors numbers and income for local businesses.

A1 Factors influencing global travel and tourism

Figure 1.1 gives an overview of the key factors influencing global travel and tourism, which we will discuss in detail in the following sections of this component.

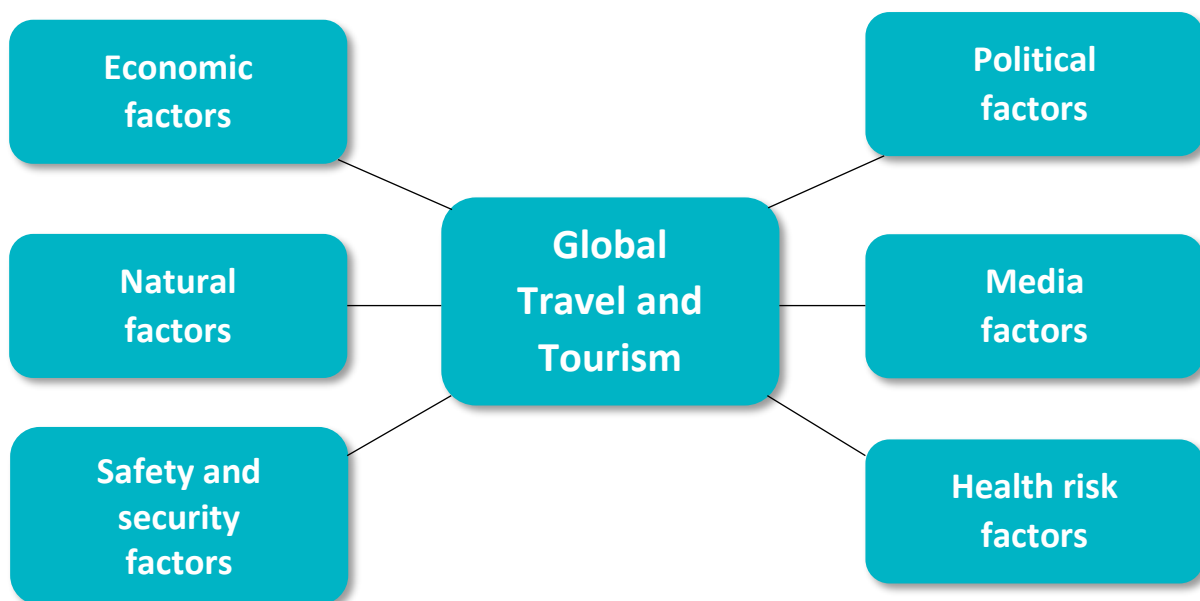


Figure 1.1 Factors influencing global travel and tourism

Economic factors

There are many economic factors, at global, national and local levels, which play an important role in shaping the global travel and tourism industry, as described in the following sections.

Recession and boom

The strength of a country's economy has an important bearing on the fortunes of its travel and tourism industry. If an economy is performing badly, its citizens will have less money to spend on holidays and travel, thereby reducing income for travel and tourism companies. Conversely, people living in a country with a growing economy will benefit from higher wages and a low cost of living which will encourage more spending on holidays and bigger profits for companies.

Economies are said to be either in recession or growth (boom), which are defined as:

- **Recession** – a period of temporary economic decline when a country's total output of goods and services (known as its gross domestic product or GDP) falls for two 3-month periods – or quarters – in a row.
- **Growth (boom)** – is when the total output of goods and services in an economy (its GDP) rises over a period of time. It is usually expressed as a percentage increase in a country's GDP.

The economies of many countries in the world, including the UK, suffered a severe economic downturn after the global banking crisis which began in 2008. Between 2008 and 2009, the number of UK people taking a holiday abroad fell from 45.5 million to 38.5 million and it took until 2016 to get back to 2008 levels.

More recently, the first two quarters of 2020 saw the UK's GDP fall sharply as a result of reduced economic activity resulting from the Covid-19 pandemic. This period was officially the UK's worst recession on record. People were told to stay at home as much as possible to protect their health, which reduced spending in shops and on holidays and other travel products. UK residents made 23.8 million visits abroad in 2020, which was 74% fewer than the previous year because of the coronavirus pandemic.

In most countries, economic conditions vary over time. There are likely to be periods of 'boom' or growth when the population becomes wealthier and times of recession when people have less money to spend on holidays and other travel products. In 'boom' times there will be an increase in travel with more holidays being taken, possibly to more exotic, long-haul destinations. Some people will be able to take a second or even a third holiday. During times of recession, people will be less willing to spend money on holidays, especially when they are finding it difficult to pay their bills for heating, clothes, food and other essentials. The money people have left over after all of their essential items have been covered is known as disposable income, which can be used to pay for travel and other 'luxury' items.

When fewer people go on holiday, travel and tourism businesses do not make as much profit and those working in the industry may lose their jobs or be put on part-time working.



Activity 1

Explain how the various sectors of the travel and tourism industry respond (1) when the UK is in recession and (2) when the economy is growing.

This activity will give you practice in completing Section A1

- **Flooding** – is usually caused by continuous heavy rainfall or by a rapid thaw after heavy snowfall. Rivers cannot contain all of the water within their channels, so their banks burst and the surrounding area becomes flooded. Large-scale floods can affect both locals and visitors to an area.

Did you know?

In September 2022, floods in Pakistan caused by heavy monsoon rainfall affected more than 10 million people.

- **Heatwaves** – high temperatures over 35 degrees centigrade may last a few days in the UK or several weeks/months in other parts of the world. Very high temperatures are dangerous to health and exposure to the sun can lead to skin cancer. Heatwaves are frequently associated with other weather events such as drought and wildfires. They are becoming more common in European and North African countries bordering the Mediterranean Sea, adversely affecting tourists who visit these areas.



Activity 12

Carry out some research into the effects of the high temperatures experienced by many Mediterranean tourist destinations in the summer of 2023 and how these could change some people's views on where to take a holiday in future years.

This activity will give you practice in completing Section A1

- **Drought** – follows long periods with little or no rainfall, causing rivers and lakes to dry up. Severe drought can also affect water supplies, with communities needing to limit the amount of water they use. This can impact on tourist activities, many of which require the use of water for swimming pools and golf courses, plus many water-based activities such as canoeing and white-water rafting. Some tourist regions in Spain are considering limiting the amount of water made available to tourists in order to ensure a plentiful supply for the local people.
- **Wildfires** – these occur in hot and dry conditions often during a period of drought, especially when there is a strong wind to fan the flames. In the hot summer of 2022, over 750 wildfires were reported throughout the UK. Many of these were located in popular countryside tourism destinations and some were started by irresponsible tourists. In recent years, wildfires across parts of Western USA and Australia have caused damage to large areas of natural landscapes and to the animals living within them. Some areas in Greece experienced severe wildfires in the summer of 2023, with tourists having to evacuate tourist destinations on the islands of Rhodes and Corfu, as well as resorts on the mainland.
- **Hurricanes, cyclones, typhoons and tornadoes** – these are intense tropical storms that occur in many parts of the world which are popular with tourists. North America gets hurricanes, India experiences cyclones and Japan gets typhoons, but they are all tropical storms with high winds and torrential rainfall which travel across the ocean before reaching landfall. Tornadoes are caused by similar processes, but occur on a smaller scale over land areas. Many coastal areas and resorts in tropical destinations are likely to experience a hurricane or tornado. One of the most devastating hurricanes in recent years

Did you know?

A cyclone named Gabrielle hit the North Island of New Zealand in February 2023 at the height of the tourist season.

was Hurricane Katrina which hit the New Orleans area in 2005, causing over \$150 billion dollars' worth of damage. More recently, Hurricane Ian, caused major damage to the west coast of Florida, with more than 120 deaths and the destruction of the tourism infrastructure in popular resort areas.



Wildfires can start in countryside destinations after hot, dry conditions.

- **Blizzards** – are heavy snowstorms which occur together with strong winds. It is very difficult for travel and tourism organisations to operate in blizzard conditions and large snowdrifts can cause damage to buildings and interruptions to transport links. Tourists may find that their holiday cannot go ahead as planned and may be forced to abandon their trips if blizzards continue.



The resort of Venice in Florida was hit by hurricane Ian in 2022 causing major damage.

Government responses to factors

Governments at local, regional and national levels must be ready to respond to a variety of factors which can affect their citizens, either while in their home country or travelling and staying abroad. Figure 1.4 below gives a summary of the key government responses to influencing factors, which we will discuss in detail in the following sections of this component.

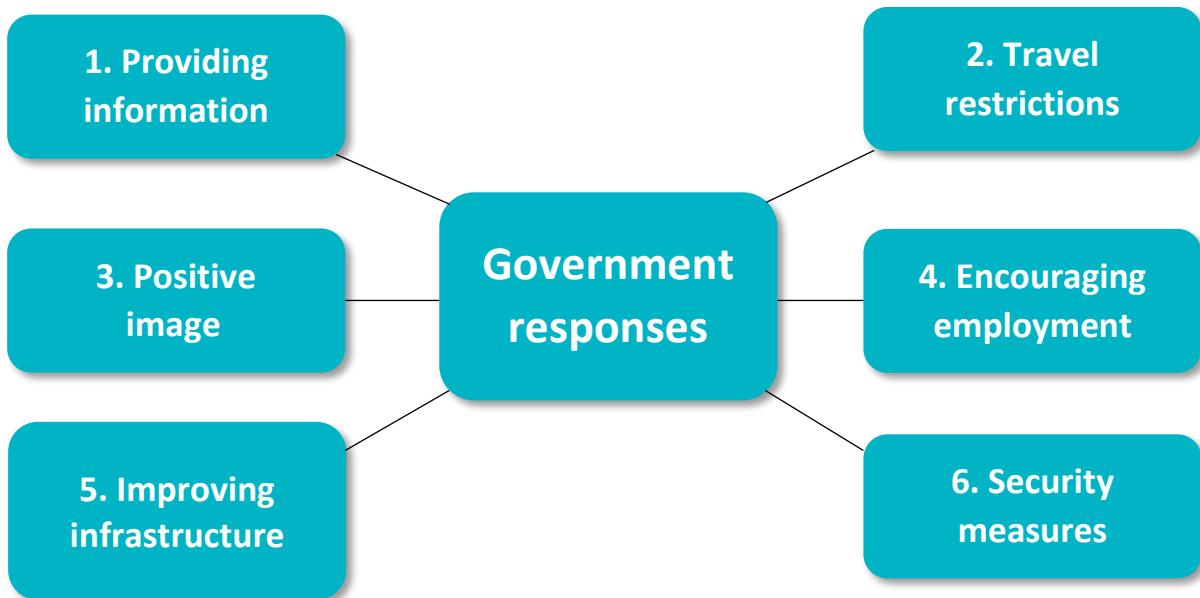


Figure 1.4 Government responses to influencing factors

Providing the public with up-to-date information

National governments across the world offer travel advice, often in response to an unforeseen event such as severe flooding, a volcanic eruption in a tourist destination or a terrorist alert. In the UK, this is the responsibility of the Foreign, Commonwealth and Development Office (FCDO), which regularly updates its travel advice website in the light of events across the world.

Regional governments will often support the national government in mobilising people and resources in their area. The State of Florida, for example, co-ordinates responses to extreme weather events such as hurricanes with the support of the national US government, which will often provide extra funding to help Florida citizens and tourists in the area.

At the **local** level, councils and city governments will often supply localised advice for visitors, including weather reports, tide times and traffic reports. This is made available through a network of tourist information centres (TICs) and via apps, websites and social media channels.



Activity 22

Visit the Foreign, Commonwealth and Development Office's (FCDO) website and list the main points of the current travel advice to **three** countries – choose one from Europe, one from South America and one from Africa.

This activity will give you practice in completing Section A2

Imposing travel restrictions

From time to time, national governments introduce travel restrictions, affecting either their own residents, incoming tourists from abroad or both. The Covid-19 pandemic resulted in travel restrictions being implemented across the world. In the early days of the pandemic, China introduced strict controls on its citizens travelling outside of the country in order to control the spread of the virus. The USA government banned entry into the country to anybody who had visited China in January 2020 for the same reason. Governments can also restrict inbound tourism from a certain destination, possibly because of terrorist activity. Natural disasters, such as volcanic eruptions or flooding, can also lead to a government imposing restrictions on travel.

Did you know?

UK residents planning to visit Cuba as a tourist must purchase a 'tourist card' before they travel. These are available through the Cuban Embassy, travel agents and tour operators.

Governments issue visas as a way of controlling entry to their country. There is usually a fee for a visa, so they are also a source of revenue for the government. Some governments also charge visitors a fee to enter the country in order to control the number of tourists. The Himalayan Kingdom of Bhutan, for example, charges visitors a daily tourist fee for every day spent in the country, which includes a sustainable development fee that is used to fund social development programmes in the country.



Activity 23

Carry out some research to find five countries which require UK citizens to have a visa before entering. Include full details of each visa, such as the cost, regulations, availability, eligibility, etc.

This activity will give you practice in completing Section A2

Did you know?

When the World Health Organisation (WHO) declared the coronavirus outbreak a pandemic on 11 March 2020, international travel practically came to a complete halt in April and May of the same year. A total of 156 destinations had closed their borders by May 2020, representing 80% of the world's international arrivals.

Promoting a positive image

Most national and regional governments want to promote a positive image for a country or region to encourage tourism, which creates economic wealth and employment. This is particularly important for countries that rely heavily on tourism for economic development, such as many of the Caribbean Islands and Pacific Island states. Hosting major sporting events can showcase a country or destination to the rest of the world and lead to increased tourism to the area. France hosted the Rugby World Cup in 2023 and is staging the Olympic Games in 2024, both of which will raise the profile of the country and lead to an increase in international visitors.



Tourists can learn about different cultures and traditions.



Activity 30

Carry out some research into the positive and negative sociocultural impacts of tourism development in your own local area (or a nearby tourist area).

This activity will give you practice in completing Section B1

Economic impacts of tourism

Although the economic impacts of tourism are generally positive, it can have some negative economic effects, as explained in the following section of this component.

Negative economic impacts

- **Low-paid jobs** – it is true to say that many of the jobs in the global travel and tourism industry are low-paid. Hotel cleaners and restaurant workers, airport baggage handlers and many drivers do not receive high wages. However, it is sometimes the case that local people working in hotels earn more money than they would in traditional jobs such as farming, forestry or fishing. Workers in developing countries may not enjoy the same rights as those in developed nations, such as minimum wages and paid holiday entitlement. Training and career development can help workers to increase their pay and develop rewarding careers in the industry.
- **Seasonal unemployment** – this can be a problem in tourist destinations that are not active all year round, putting extra strain on local and national government resources. Measures to

extend the tourist season not only create extra revenue for businesses, but also increase employment opportunities for local people. Most major destinations have high and low tourist seasons. This means that a number of staff will be laid off when hotels and attractions are less busy and will need to look for alternative work, which may be hard to find.



Hotels may stay open during the off-peak seasons, but reduce their staffing levels.

- **Leakage** – a ‘leakage’ occurs in travel and tourism when money is lost from a destination area. This could be because the hotels and visitor attractions are owned by companies with headquarters in other countries and the profits are taken away from the local area. Also, larger travel and tourism companies buy their goods and services centrally in order to get the best prices. This means that local suppliers are often overlooked when contracts are being allocated. Sustainable tourism aims to keep leakages from destination areas to a minimum by, for example, employing local people and using local produce and suppliers. In the case of all-inclusive holidays organised by major tour operators, most of the cost of the holiday is paid to airlines, hotel chains and other travel organisations. Often, only a small proportion of the total holiday cost will be retained in the destination to benefit the local community.
- **Increased cost of living** – an influx of visitors to a holiday area can push up the prices of goods and services, particularly when demand is high in peak season. This disadvantages local people who may have to pay higher prices for food, drinks, entertainment, transport, events, etc. Extra charges may be levied on the local community to finance facilities and services for visitors. Through their taxes, local people may have to pay for facilities such as tourist information centres and museums, which are primarily for the benefit of tourists. Local people sometimes resent having to pay for the costs of running travel and tourism facilities that they never use. Areas of the country that become particularly popular with tourists may lose their local shops in favour of retail outlets geared specifically to the needs of the visitors, such as gift shops and cafés. This means that local people have to travel further to buy their staple foods, thus increasing their cost of living. Some holiday areas have large numbers of second homes that are only used for short periods of the year by their owners. This is particularly the case in national parks and other countryside and coastal areas of the UK. The demand for

thereby reducing pollution and congestion. There is normally a small charge to use the service, although some are free. Park and ride schemes which use zero emissions transport, such as electric buses, are being introduced more widely to improve air quality in urban areas.

In the UK, park and ride schemes operate in popular tourist towns, such as York, Chester and Shrewsbury, coastal resorts like Newquay and St. Ives in Cornwall, and national parks, including Snowdonia and the Peak District.

Using alternative types of transport

We saw earlier that many cities are introducing low emissions zones to improve air quality. These schemes encourage some drivers to buy hybrid or electric vehicles, with their zero emissions benefits. More and more car hire companies now offer the option of renting an electric car. Bike, eBike and electric scooter hire schemes are now common in cities and big towns, while some specialist tour operators offer cycling holidays that include eBike options, for example Intravel and Headwater Holidays.



Cycling holidays are growing in popularity (courtesy of Intravel).



Activity 45

Carry out some research into which car major hire companies in the UK offer electric vehicles. Create a factsheet with your findings, which should include makes of car available and prices.

This activity will give you practice in completing Section B5

Planning controls

We have seen that unplanned tourism developments in the past have brought about inappropriate resort development. The rapid growth in mass tourism from the 1970s onwards resulted in speculative hotel developments which were sometimes built without local consent. Examples can be found in many popular Spanish coastal resorts.

Building regulations

Most countries have strict regulations in place to control developments of all kinds, including for tourist use. This is to make sure that buildings are constructed using appropriate materials which will ensure the safety of residents and visitors. Building regulations tend to be enforced more rigorously in developed nations, which have rigorous systems and adequate staff to ensure control. Developing nations may not have the resources to enforce building regulations, which could result in the failure of buildings and other structures. Tourist destinations in earthquake zones, for example, should have strict regulations enforced to improve safety.

Planning permission

As with building regulations, planning permission is common in developed nations as a way of controlling developments of all kinds, for example houses, extensions to buildings, car parks, hotels, visitor attractions, etc. Local councils usually grant or refuse permission for projects after taking a range of issues into consideration, such as the views of people living nearby, the size and scale of the development, any traffic considerations and the impact on the local environment and communities.



Planning permission ensures that any developments use local materials.

Size, location, style and design of developments

In the UK, building development is tightly controlled in protected areas, such as national parks and Areas of Outstanding Natural Beauty (AONBs). Any development which is allowed has to fit in with the traditional design using local materials, for example Welsh slate on roofs in Wales,