

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

Natural Disasters:

earthquakes, volcanic eruptions, tsunami, sink holes

Severe weather event:

flooding, drought, fires, landslides, hurricanes, tornadoes, avalanches, snow storms

Possible effects: impact on local business, infrastructure, business operations, disruption/cancellation for visitors, repatriation, evacuation.



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, inconvenience, reassurance of security

Visitors need to be aware of guidance relating to individual safety and security when in 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 environment

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

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 and 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

Component 3 Organisations and Destinations



A1 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 on
Fuel costs	Affects the cost of travel e.g. plane tickets
Currency exchange	Affects the affordability of destinations e.g how many \$ to the £ can you get?

TimeOut
Japan is Crowned The Fastest-Growing Travel Destination Among Gen Z Travellers
Travel bookings here have increased by 1300 percent since 2019, but Italy, Australia, Rajasthan and San Miguel de Allende have also soared...
2 days ago

Wales Online
Brits urged to 'stay away' from popular holiday destination in new warning
British holidaymakers have been urged to 'stay away' from this popular travel destination in a new 'de-marketing' campaign.
2 days ago

Daily Express
'Beautiful' trending destination is 20 degrees in November and a short flight from the UK
A gorgeous coastal destination in Turkey is one of this year's top trending holiday spots.

Media, publicity and image

How media exposure of global destinations can affect visitor numbers.

types of media : newspaper reports, online reviews, travel blogs, use in film or TV drama,

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

Negatives: Documentaries show what destinations are actually like

Responses to factors

PRIVATE RESPONSE: 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 visitor
- Managing public relations: looking after their customers

PUBLIC RESPONSE: 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 RESPONSE: Voluntary organisations

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

Reviewing Destinations:

Organisations review destinations they visit each year.

This can be for many reasons, including:

- Not making profits
- Political unrest
- Natural disasters
- Reviews and ratings of that trip
- Change in exchange rates
- Appeal to different types of visitors

Managing public relations

Managing public relations effectively is essential when **dealing with difficult situations**, particularly if someone has been harmed.

Component 3 Organisations and Destinations



A2 Responses to Factors Influencing Travel and Tourism

Table 2.5: Examples of factors and responses

Factor	Example	Adaptation/response
Political	2018 – Paris riots	French tourist organisations issued statements at the time to reassure visitors that the riots only affected a small area of the city and the main attractions in Paris were still safe to visit.
Economic	2010 – Economic crisis in Venezuela (ongoing as of 2019)	Travel Republic promoted Venezuela as a 'cheap destination'. According to the <i>Telegraph</i> , Caracas, Venezuela is the second cheapest city in the world; since the beginning of the economic crisis the Venezuelan Bolivar has lost 99 per cent of its value against the dollar.
Natural disaster	2017 – Hurricane Maria in the Dominican Republic	British Airways grounded or rescheduled numerous flights to the affected areas.
Media, publicity and image	2017 – Media reports of Magaluf trying to shed its 'party town' image	A five-year regeneration plan launched with the Palmanove-Magaluf Hotel Association was adopted in 2015, with the aim of making the resort appeal more to the family market.
Safety and security	2015 – Terrorist attacks in Sousse, Tunisia	From July 2017 onwards, tour operators such as Thomas Cook and TUI offered cut-price deals to encourage the recovery of Tunisian tourism.
Health risks	2013–2016 – The West African Ebola virus epidemic	A number of airlines, including British Airways, Emirates Airlines and Kenya Airways, cancelled flights to the affected areas.

Table 2.6: Adapting operational procedures

Factor	Response
Economic	When faced with economic issues, such as falling profitability, travel organisations may adapt operational procedures to try to save money. For example, in 2015 Thomas Cook announced plans for a staffing restructure in its retail business.
Natural disasters	In the event of natural disasters, travel organisations will often adapt their operational procedures. In 2018, Air New Zealand cancelled a number of flights to Bali due to hazardous volcanic activity.
Media, publicity and image	Positive media coverage can lead to increased visitor numbers in destinations. Organisations may have to adapt operational procedures to deal with this; for example, offering more flights to a destination that has grown in popularity, such as Croatia. In 2018, it was reported that over 70 new flights were being offered to Croatia.
Health risks	During the Ebola epidemic (2013–2016), British Airways adapted their operational procedures by cancelling flights to Liberia and Sierra Leone.

Adapting operational procedures

Political issues and safety and security:

It is sensible for **travel and tourism organisations to constantly review** their operational procedures given that there are multiple global threats to security.

By reviewing operational procedures, travel and tourism organisations can identify any areas where they could improve their current practice, thus helping **to ensure the safety and security** of customers against global threats.

Airports have adapted their operational procedures over recent years to improve the quality of security for passengers. This has been in response to **terrorist attacks and attempted terrorist attacks** that have targeted aircraft to either destroy or use as a weapon against other targets. However, some passengers consider such security checks **an inconvenience** that add to the amount of time taken to board the aircraft.

Renewing price structures:

Travel and tourism organisations may change their pricing structures at certain times of the year. This is so they can **MAXIMISE PROFITS**, as they know people want to go on holiday at certain times.

As well as this, organisations may lower prices at other times of the year to **MAINTAIN** visitor numbers. The cheapest days to fly for example, are **TUESDAYS** and **WEDNESDAYS**. Weekends and school holidays are more expensive. This is so it **EVENS OUT** throughout the year.