

A. Geographical awareness locations and features giving appeal to global destinations

**A2. Features and appeal of destinations**



## A2. Features and appeal of destinations

- . Natural attractions
  - . Weather
- . Man-made attractions
  - . Tourist facilities
- . Development stage of tourism

**Destinations** are places where tourism develops, grows & changes as the destination changes.

- . Tourism fits in with the environment of the destination.
- . There are millions of destinations around the world - competition means only the best will thrive.

## Features and appeal of destinations

- . its own character - cultural, traditional, modern, technological etc
- . natural features
- . transportation to & from + parking
- . accommodation
- . catering facilities
- . attractions, entertainments, events - things to do
- . shopping



### Assessment for Unit 2: outcomes & grade descriptors

#### Assessment outcomes

**AO1 Demonstrate knowledge and understanding** of the location, features and appeal of global destinations

**AO2 Apply knowledge and understanding** of the features that contribute to the appeal of global destinations and the types of tourism and activities they support

**AO3 Evaluate information to make informed decisions** about the suitability of travel plans, routes and itineraries to meet the needs of specified customers

**AO4 Be able to evaluate factors and consumer trends** that influence the popularity and appeal of global destinations, synthesising ideas and evidence to support recommendations

#### Grade descriptors

##### Level 3 Pass

Learners apply their knowledge of features of global destinations to explain their appeal and how they support different tourism activities. Learners will match travel arrangements to customer needs, with some relevant detail. Learners demonstrate knowledge and understanding of the factors and consumer trends that can contribute to the popularity of global destinations. Learners research and investigate current consumer trends and the factors that may influence the popularity and appeal of global destinations.

##### Level 3 Distinction

Learners provide detailed evaluations about the suitability of travel arrangements and itineraries in meeting customer needs. Learners can evaluate the factors and/or consumer trends that contribute to the popularity of global destinations. Learners can conduct valid and reliable research and synthesise knowledge of consumer trends and/or factors that may influence the popularity and appeal of global destinations.

### Unit 2 Assessment: activities

#### Activity One

##### Independent research

##### Destination A

- geographical location and features of the destination including:

##### Types of tourism:

for example: cultural + nature based - ecotourism or nature based - trekking

Gateways and transport:

Passenger facilities at the various hubs

Transport options for the journey to the destination

##### Travel/holidays:

accommodation, activities and travel for a one week holiday for two people

##### Destinations B

Key factors that have influenced the popularity of the place as a worldwide travel and tourism destination

#### Activity Two

##### Features of worldwide travel and tourism destinations

You work for a specialist tour operator that offers holidays in destination A for cultural tourism. The tour operator is considering whether to offer nature based tourism holidays.

##### Write a report that includes:

- . a description of the location.
- . an analysis of the features and how they contribute to its appeal for **cultural** tourism, nature based **ecotourism** and nature based **trekking**.

You have been asked to recommend **one** type of tourism, either, cultural, nature based

- . ecotourism or nature based trekking that is best supported by the features of the destination

##### Write an email to your manager providing:

- . an evaluation of the features and appeal of the destination that make it suitable for your recommended type of tourism – **either** cultural, nature based ecotourism or nature based trekking.

#### Activity Three

##### Gateways, hubs and transport options

You have been asked to investigate passenger facilities available at the railway station and transport options for to and from the destination

Prepare notes for a booklet that includes:

- . an explanation of the facilities for passengers at the railway station.
- . a comparison of the advantages and disadvantages of **three** different transport options for travel to and from the destination

#### Activity Four

##### Travel plans, itineraries and customers

The company you work for has asked you to prepare a presentation with information on itineraries and customers.

Prepare notes for a presentation that: explains the specific travel needs related to three different customer types - families, business people, young people

Explains the cost factor - under occupancy supplement

identifies **two** sources of information for researching travel plans

You have been helping customers plan a one week holiday in destination A. They have requested an all-inclusive holiday and are interested in sightseeing with some time relaxing.

- . Complete the itinerary template provided
- . Write an email to your customers that evaluates the suitability of your proposed itinerary in meeting their needs.

#### Activity Five

##### Travel plans, itineraries and customers

The tour operator is planning to offer holidays to destination B  
You have been asked to research the popularity of the destination

Write an article that includes:

- . an evaluation of the key factors that have influenced the popularity of destination B as a worldwide travel and tourism destination.



**Unit 2 Assessment: key terms**

Term	Definition
<b>Analyse</b>	Presents the outcome of methodical and detailed examination either by breaking down: . a theme, topic or situation in order to interpret and study the relationships between the parts and/or . information or data to interpret and study key trends and interrelationships.
<b>Article</b>	A piece of writing about a particular subject suitable for a magazine or newspaper
<b>Email</b>	A communication that gives information and is written using appropriate technology for a defined purpose in a task or activity.
<b>Evaluate</b>	Draws on varied information, themes or concepts to consider aspects such as: . strengths or weaknesses . advantages or disadvantages . alternative actions . relevance or significance. Learners' enquiries should lead to a supported judgement showing relationship to its context. This will often be in a conclusion.
<b>Explain</b>	Provide detail and reasons and/or evidence to support an opinion, view or argument.
<b>Illustrate</b>	Inclusion of examples and diagrams to show what is meant within a specific context.
<b>Justification</b>	Give reasons or evidence to: support an opinion /decision or prove something right or reasonable.
<b>Report</b>	A formal document that is clearly structured and written in appropriate sector language
<b>Travel plan</b>	A structured travel document giving a range of details and information with dates, times and places.



**A2. Features and appeal of destinations**



**TASK 1.**

*Give examples of destinations, that you have visited*

Countries

Towns or cities

Natural attractions

Attractions

Cultural events

Entertainment - Events





## A2. Features and appeal of destinations

## Key features of a destination



Weather



Landscape & scenery



Outdoor activities



Wildlife



Food & Drink



Historical & cultural attractions



Accommodation



Festivals & events



Entertainment



Modern amenities





## A2. Features and appeal of destinations



. **previous experience** - as a child, with family or friends

. **advertising & promotions** - from tour operators, tourist

. **recommendations** - from family, friends or colleagues

. **experience of destination** - from work or school trips

. **personal preferences** - where people want to visit

. **culture** - something new to explore

. **social media** - what people see & hear

. **social media** - bad things people see & hear

. **money** - how much money for a holiday

. **family** - size of family, age of family members

. **time off** - how much time off from work

. **health** - how healthy people are for types of tourism

. **transport** - types of transport people don't like

. **culture** - what people don't like about an area of country - crime, hassle when shopping etc

## Choosing a destination

Choosing a destination is a complex process, some of which we are aware of, some of which we are less aware.

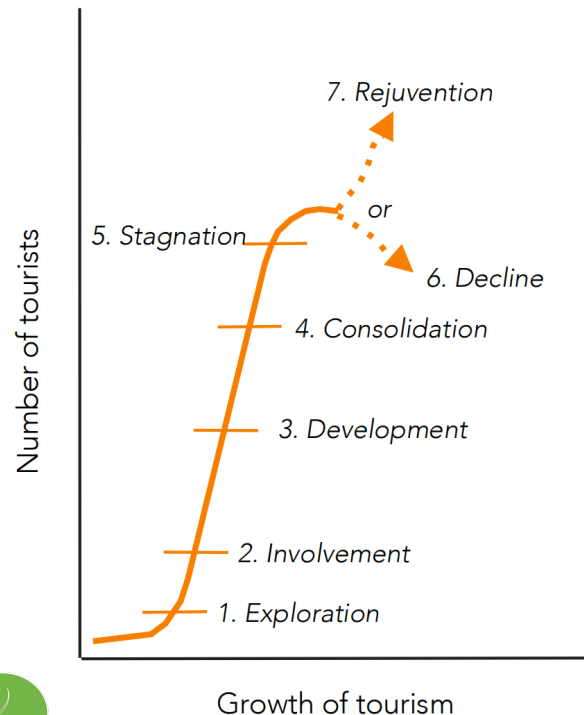




## A2. Features and appeal of destinations

### Stage of development as a tourist destination

### Butler's Tourist Area Life Cycle based on the Business Product Life Cycle



**7. Rejuvenation:** update facilities, renew, innovate etc. May include sustainable elements

**6. Decline:** facilities out-of-date, poorly maintained. Signs of decline include less visitors, shorter stays, less expenditure etc.

**5. Stagnation:** maximum capacity, facilities over used – danger of natural environment being damaged

**4. Consolidation:** large numbers of tourists, all facilities, maximum capacity. Numbers growing but less than stage 3.

**3. Development:** increase in numbers, expanding facilities & infrastructure. Known destination for tourists. Large companies move in to dominate the market. Direction of future tourism determined e.g. sustainable, ecotourism etc

**2. Involvement:** small numbers, basic facilities. Local people open tourist facilities. Planning for future tourism.

**1. Exploration:** not many tourists, few facilities. Awareness of destination limited – often only 'independent travellers' or 'explorers' – rather than tourists.





 **A2. Features and appeal of destinations**



**TASK 2.**

*Give examples of destinations, at different stages of development*

Stage of development	Examples
7. Rejuvenation:	
6. Decline:	
5. Stagnation:	
4. Consolidation:	
3. Development:	
2. Involvement:	
1. Exploration:	





## A2. Features and appeal of destinations

## Natural attractions



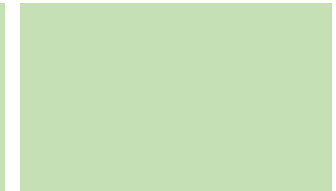
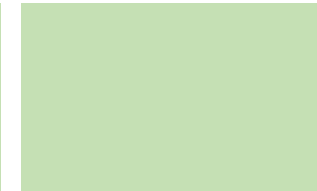
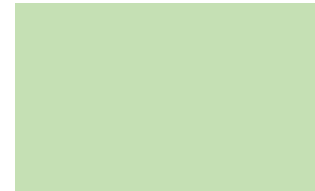
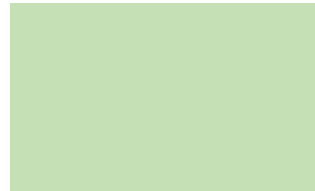
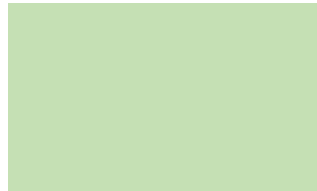
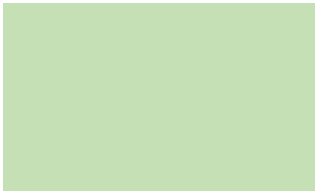
### Mountain tourism

Mountain tourism has boomed in recent years to over 50 million people p.a. Traditional mountain holidays like skiing, climbing and walking have always been popular, but now many extreme sports have become very popular e.g. hang gliding, mountain biking.



### TASK

Give examples of mountain activities



- . Mountain tourism is now year-round.
- . Winter snow provides a range of activities, like skiing, snowboarding and tobogganing
- . Summer activities include walking, mountain biking or more extreme sports

- . Mountain tourism can also include health spas in both summer and winter
- . Golf, tennis and other sports are available in the summer months





## A2. Features and appeal of destinations



### Volcano and geothermal tourism

Volcanoes have attracted people for hundreds of years. Geothermal features have been popular not just to view but also for improving health. Spas are often located here. These are examples of natural phenomena.



Geothermal springs and spa, Iceland



Geyser at Yellowstone Park, USA



Mud baths in New Zealand



Mount Etna, Italy



Lava lake at Erta Ale in Ethiopia

## Natural attractions

- . Volcano tourism can be individuals and groups doing it on their own or
- . Guided visits with experienced tour guides - often geologists or volcanologists

- . Volcano tourism includes walking, exploring nature and viewing volcanoes

- . Geothermal tourism includes exploring geothermal features, which are often more accessible than volcanoes.
- . Many geothermal features can have health benefits



A2. Features and appeal of destinations

Natural attractions



Mountain tourism



**TASK**

**Destination:** \_\_\_\_\_

*Research mountain tourism: list the features and appeal of your chosen destination*

**Features:**

**Appeal:**





## A2. Features and appeal of destinations



### Coasts and beaches

Coast includes, beaches, cliffs, rocks, estuaries and coral reefs  
Much of the costal tourism is based upon: sun, beaches, sea and scenic views



Sunbathing beaches



Variety of water-sports



Cliff top walking



Diving



Children catching crabs in a river estuary

## Natural attractions

### Sun & beaches

- . sunbathing
- . sand play
- . volleyball
- . tidal pools
- . picnics & BBQs
- . beachside restaurants

### Sea

#### water based activities:

- . swimming
- . Jet skiing
- . windsurfing
- . kite surfing
- . sea kayaking
- . boat rides
- . fishing trips
- . snorkelling & diving

### Scenic views

- . coastal location often offer scenic views which attract visitors
- . cliff top walking
- . bird watching
- . wildlife watching





**Coastal tourism**



**TASK**

**Destination:** \_\_\_\_\_

*Research coastal tourism: list the features and appeal of your chosen destination*

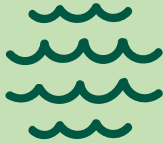
**Features:**

**Appeal:**





## A2. Features and appeal of destinations



### River tourism

Rivers across the world attract people wanting to boat, fish and those interested in the riverside wildlife



Cruising on the river Danube



River fishing



River rafting



Boat hire



Tourists on the river in Vietnam



Kayaking on the river

## Natural attractions

- . River cruises are common in many countries
- . These may be day cruises or evening dinner cruises
- . Along some of the longer rivers the cruise can be for several days or longer
- . Tourists can hire their own boats to cruise the rivers

- . River fishing can be day activity or a holiday
- . Fishermen will travel for their own enjoyment or competition

- . Different ways of getting down a river are popular tourist activities
- . Rafting
- . Kayaking
- . Canoeing
- . Boating
- + swimming



## A2. Features and appeal of destinations



### Lake tourism

Lakes attract tourists especially in countries or areas many miles away from the coast



Kayaking on the lake



Lakeside resort



Lakeside fishing



Paddle boarding



Camping next to the lake



Summer camp for kids

## Natural attractions

- . Water-sports on lakes are common, sometimes motorised often not
- . Sailing
- . Kayak/canoeing
- . Swimming
- . Windsurfing
- . Water skiing etc

Beaches & grass areas:

- . sunbathing
- . picnics & BBQs

- . Lake fishing can be day activity or a holiday
- . Fishermen will travel for their own enjoyment or competition
- . Some lakes are specifically stocked with certain types of fish for competitions

- . Tracks often go around the lake.
- . Walking/running
- . Cycling
- . Wildlife opportunities

- . Accommodation may be located lakeside
- . Children's activity camps particularly in the USA are often located by lakes



A2. Features and appeal of destinations

Natural attractions



River/lake tourism



**TASK**

**Destination:** \_\_\_\_\_

*Research river/lake tourism: list the features and appeal of your chosen destination*

**Features:**

**Appeal:**







## A2. Features and appeal of destinations



### Flora

Parks cover a large proportion of land, from World Heritage Sites to local parks.



gorges - waterfalls



walking - hiking



rock climbing



abseiling



water sports



bird watching

## Natural attractions

### National Parks

- . 9% of England/Wales = National Park
- . 15 National Parks
- . Created in 1950s/60s
- . Areas of beauty & ecological interest
- . Most land privately owned + National Trust
- . Parks funded by the government

### Areas of Outstanding Natural Beauty

- . Area of beauty – important to protect
- . 40 AONBs = 18% of countryside

### World Heritage sites

- . UNESCO designated sites
- . Aim – to protect cultural & natural sites, of outstanding value
- . UK has 28 World Heritage Sites

### Parks

- . Parks in every town and city
- . Botanical parks and Royal parks
- . Parks often feature attractions





## A2. Features and appeal of destinations



### Parks – flora and fauna

Parks cover a large proportion of land, from World Heritage Sites to local parks. People travel all over the world see plants and animals – flora and fauna.



tropical forests



giant redwood trees



rare orchids



cactus plants



safari



bird watching

## Natural attractions

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A2. Features and appeal of destinations

Natural attractions



Park tourism



**TASK**

**Destination:** \_\_\_\_\_

*Research park tourism: list the features and appeal of your chosen destination*

**Features:**

**Appeal:**





Destination		Features and appeal of the natural attraction





## A2. Features and appeal of destinations

## Weather

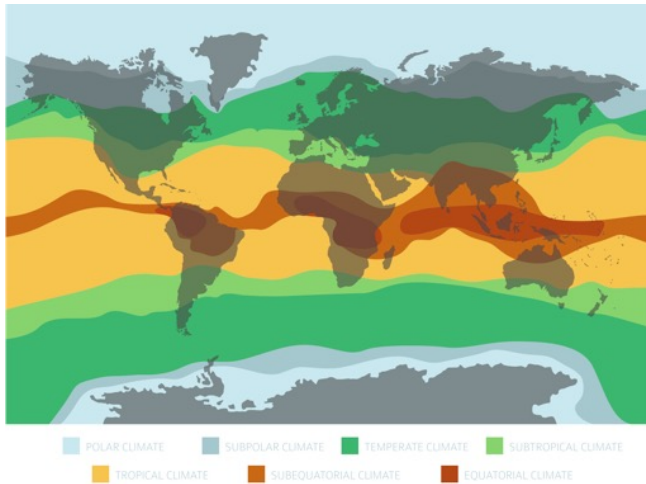
Climate is a big factor on influencing tourists for most destinations. Certain times of the year have better climates than others.

Climate factors include:

- . Temperature . Precipitation . Humidity . Hours of sunshine

Some destinations are prone to climatic extremes at certain times of the year when tourists may avoid the area:

- . Monsoon rains . Hurricane/Typhoon season . Risk of fires . Wind . Heat . Cold . Flood



Climate Environment	Area, region or country	Typical climate
Polar Climate	Greenland	Very cold winter - snow. Cool summer.
Arctic (sub polar)	Finland, Norway	Very cold winter - snow. Short warm summer, some rain.
Cool Temperate	North Europe	Cold winter. Hot summer. Rain anytime.
Warm Temperate	Southern Europe	Cool winter - rain. Hot dry summer.
Tropical Desert	Sahara desert	Very hot summer. Warm winter, very little or no rain.
Tropical Monsoon	India	Hot most of the year. Heavy summer rain.
Tropical	African Savannah	Hot most of the year. Summer rain.
Equatorial	Amazon rain forest	All year: rain, hot, humid





**A2. Features and appeal of destinations**

**Weather**



**TASK 2.**

*Give examples of countries where these weather features are common*

Feature of the weather	Countries
Monsoon rains	
Risk of fires	
Extreme heat	
Hurricanes	
Flood	
Cold	

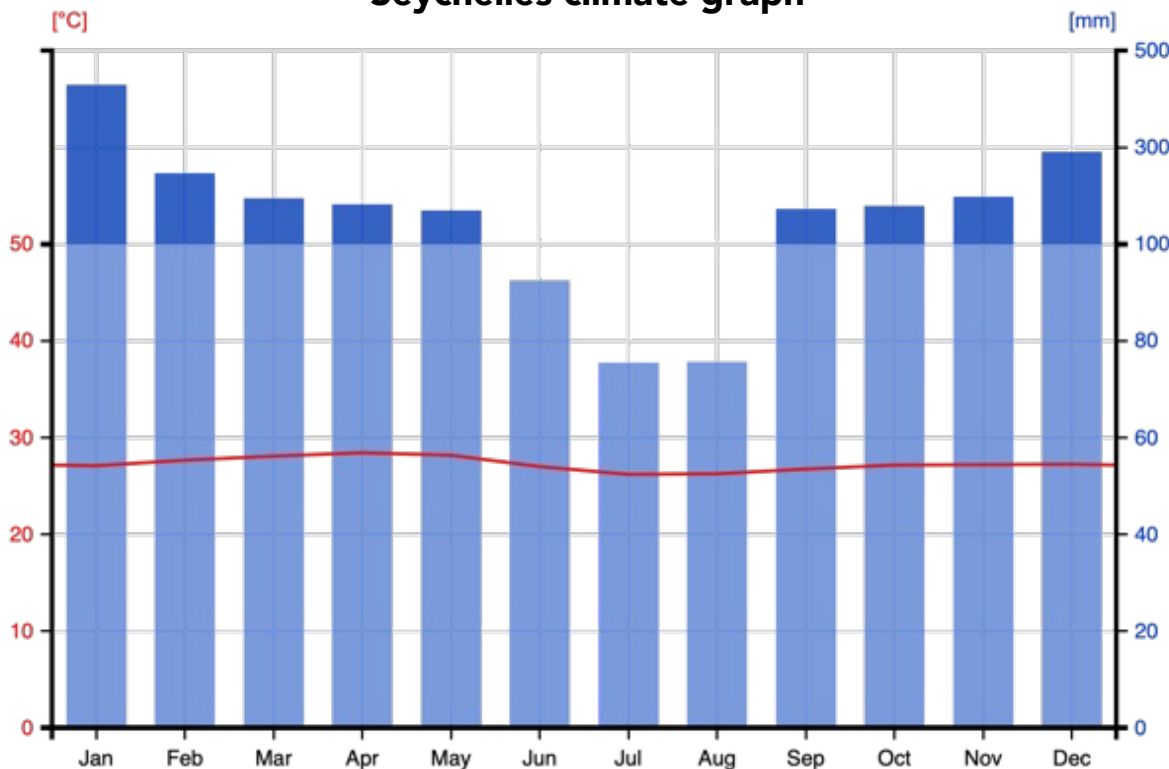




A2. Features and appeal of destinations

Weather

Seychelles climate graph



**TASK 2a.**

Answer the questions below

1. What climate region is the Seychelles located?

.....

2. What is the average temperature?

.....

3. In what month is the least rainfall?

.....

4. In what month is the most rainfall?

.....

5. Explain when you would prefer to holiday in the Seychelles

.....  
 .....  
 .....

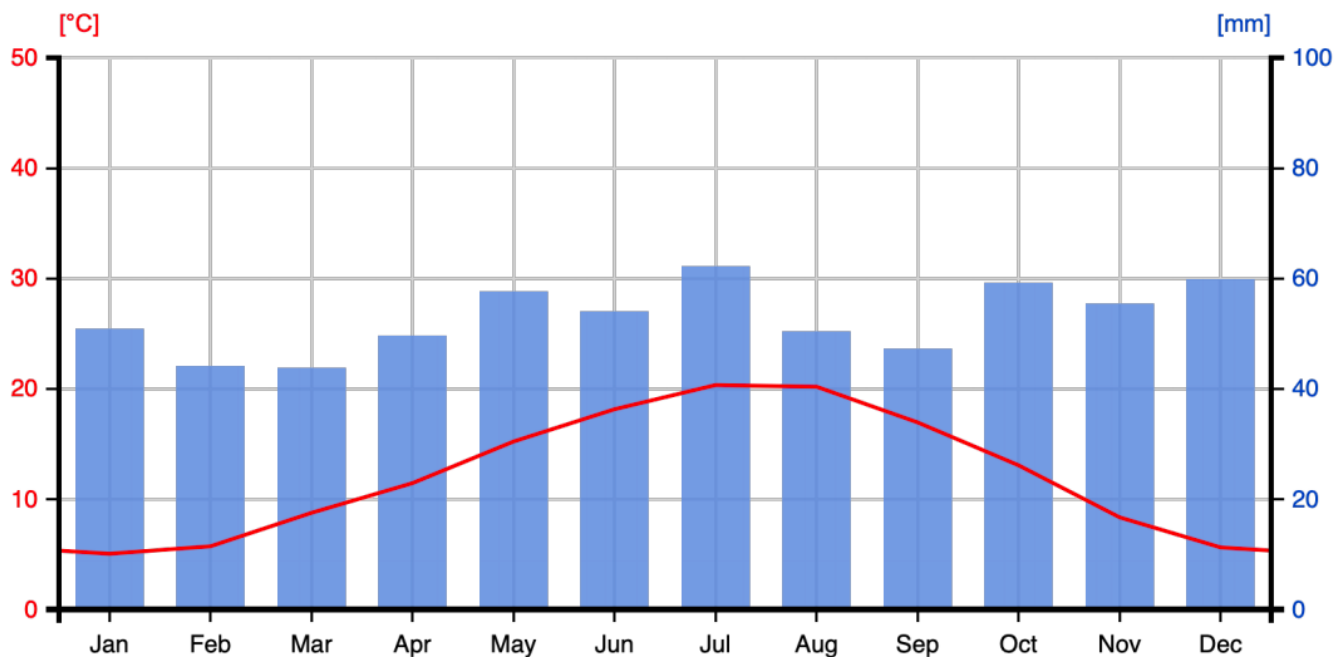




A2. Features and appeal of destinations

Weather

Paris climate graph



**TASK 2b.**

Answer the questions below

1. What climate region is Paris located?

.....

2. What is the average temperature in Paris?

.....

3. In what month is the least rainfall?

.....

4. In what season is it the warmest weather?

.....

5. Explain when you would prefer to holiday in Paris

.....

.....

.....

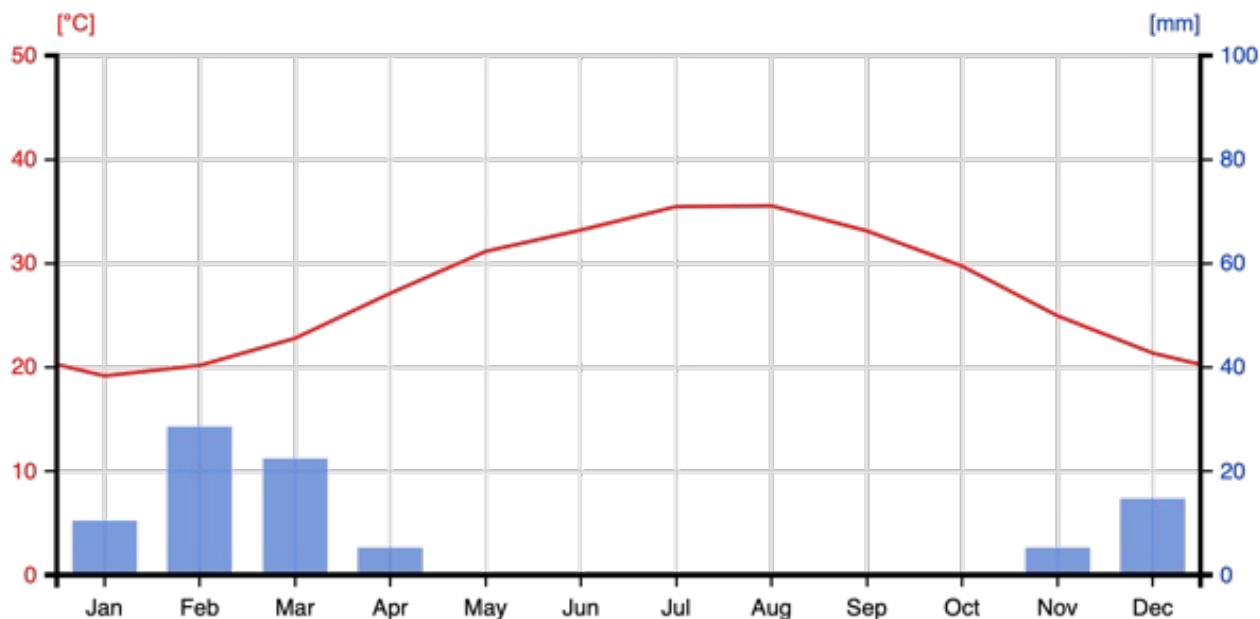




**A2. Features and appeal of destinations**

**Weather**

**Dubai climate graph**



**TASK 2c.**

Answer the questions below

1. What climate region is Dubai located?

.....

2. What is the average yearly temperature in Dubai?

.....

3. In what season is there most rainfall?

.....

4. In what season is it the warmest weather?

.....

5. Explain when you would prefer to holiday in Dubai

.....

.....

.....





**A2. Features and appeal of destinations**

**Weather – seasonal variations**

**Seasonality**

Tourism seasonality is the fluctuation of tourist numbers/expenditure, domestic or international to a particular destination at a specified time period.

Seasonality is an imbalance in tourism industry expressed through the number of visitors, expenditure etc



**TASK 2c.**

*When are the peak tourist periods throughout the year?*



**TASK 2c.**

*List the problems seasonality can cause for tourist organisations and tourists*

**Tourist businesses**

**Tourists**





**A2. Features and appeal of destinations**

**Weather – seasonal variations**

**How important is the weather?**

Depending on the type of holiday weather can be a very important factor



**TASK 2c.**

*When are the peak tourist periods throughout the year?*



**TASK 2c.**

*List the problems seasonality can cause for tourist organisations and tourists*

**Tourist businesses**

**Tourists**





## A2. Features and appeal of destinations

## Natural & man made attractions

### Tourism promotional videos

Countries, areas and cities create promotional videos highlighting the key attractions for tourists.



### TASK .

List the attractions and appeal of 3 destinations. You will share your findings with the rest of the group

Destination: \_\_\_\_\_

Destination: \_\_\_\_\_

Destination: \_\_\_\_\_





**A2. Features and appeal of destinations**

**Natural attractions**



**TASK 1.** Give examples of natural attractions, that you have visited and list the features and its appeal

Natural attraction	Features and appeal of the natural attraction





A2. Features and appeal of destinations

Man-made built attractions



**Man-made or built attractions**

Man made or built attractions cover a wide range of attractions and activities from visiting museums to shopping.



historic sites and monuments



museums and galleries



religion



arts and crafts



theme parks



theatres & cinemas



buildings



shopping



**A2. Features and appeal of destinations**

**Built attractions**



**TASK 1.** Give examples of built attractions, that you have visited and list the features and its appeal

Built attraction	Examples of features and appeal of the natural attraction



## A2. Features and appeal of destinations



### Religious destinations

Religious tourism or faith tourism is where people travel for pilgrimage, to religious sites or for other spiritual reasons. According to World Tourism Organisation, up to 330 million people for religious reasons.



Ranakpur Temple, India



Pilgrimage to Mecca



St. Basil's Cathedral, Moscow



Vatican City, Italy



Religious conference



Buddhist temple

## Built attractions

. Religious tourism often involves visiting mosques, temples, churches etc as part of a holiday experience. Often part of culture tourism

. A religious pilgrimages cover all religions: Islam, Christianity, Buddhism, Hinduism, Sikhism etc.

. Religious camps, meetings and conferences happen all over the world

. Religious sites and shrines number in their hundreds around the world.  
. Visitors to these may have holidays specific to these places or as part of holiday





## A2. Features and appeal of destinations



### Cultural destinations

Explore the culture of a country and its people – as the main aim of the trip or as part of a trip



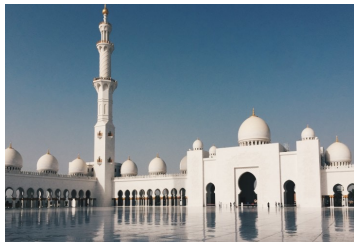
historic sites and monuments



music



food



religion



arts & crafts



dance



festivals

## Built attractions

The **World Tourism Organisation (WTO)** defines cultural tourism as: 'persons who satisfy the human need for diversity, tending to raise the cultural level of the individual and giving rise to new knowledge, experience and encounters'.

### Types of cultural tourist

#### 1. Purposeful tourist

Main reason for travelling is for a cultural experience – immerse themselves e.g. travels to remote areas

#### 2. Sightseeing tourist

Large part of experience is connected to local culture e.g. museums, religious sites and food

#### 3. Occasional tourist

Doesn't travel for cultural reasons but may take part in some cultural experiences e.g. museum and food



A2. Features and appeal of destinations

Built attractions



**Cultural or religious tourism**



**TASK**

**Destination:** \_\_\_\_\_

*Research park tourism: list the features and appeal of your chosen destination*

**Features:**

**Appeal:**





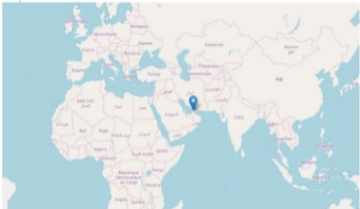


### A2. Features and appeal of destinations



#### Business destinations

- . Purpose of visit - to meet for business reasons: MICE Meetings, Incentives, Conferences, Exhibitions
- . It is one of the fastest growing sectors of the tourism industry



location



business hotels



conferences - exhibition facilities

#### Exhibitions

Known as trade shows, exhibitions are usually massive events that draw thousands of visitors and exhibitors from around the world. They can last anywhere from several days to a week. Exhibitions are usually very industry-specific and have a well-defined target market. Exhibitors go to trade shows to present and promote their product or service, drive business, and network.

#### Conferences

Conferences are supersized meetings. They often last one to three days and can vary in size and are about sharing, ideas, networking and research.

Conferences include:

**Panels:** Experts with questions from the audience.

**Presentations:** Leaders may present key information e.g. financial results

**Speeches:** Speeches often mark the beginning or end of a conference.

**Discussions:** They can be part of a panel.

**Workshops:** A small group of participants works on a specific problem case or researches a certain topic.

### Built attractions

#### Meetings

Meetings are usually a one or two day events held in hotel conference rooms or at convention centres. Example: small group of senior executives or annual shareholder meetings. The purpose is to bring together people from one company, industry, or project to address challenges, discuss plans, and set goals..

#### Incentives

Incentive travel includes all types of rewards a company offers to individual staff, teams, or partners. It's a way of thanking people for their great performance, boost morale, or increase employee loyalty. Incentives can take many different forms – from 5 star luxury resorts to team building style activities or trips to sporting events.



## A2. Features and appeal of destinations

## Built attractions



### Business destinations



#### **TASK**

**Business destination:** \_\_\_\_\_

*Research business destinations, choose one e.g. Singapore – Dubai.*

*For that destination create a poster promoting the facilities and its appeal.*

### Research notes





## A2. Features and appeal of destinations



### Events and entertainment

Events and entertainment. Covers a huge variety of activities and events around the world.



#### Sports

- . Major sports – football & rugby
- . Competitions - Commonwealth
- . One-off events – F1



#### Festivals

- . Variety inc. music, cultural, food etc.



#### Commemorative

- . events – war, individuals etc

## Built attractions



#### Theatre

- . cultural
- . plays + musicals



#### Music

- . Festivals – Glastonbury, Reading etc
- . Concerts



#### Seasonal

- . Annual or one-off events
- . Lapland, Winter Wonderland
- . Summer activities



#### Religious

- . services
- . festivals
- . parades



## A2. Features and appeal of destinations

### Facilities

things to serve tourists

- . **transport**
  - air, road, sea + land
- . **accommodation**
  - . hotels, apartments, B+B, camping, caravans
- . **attractions**
  - . natural + man-made
- . **food + beverages**
  - . restaurants, cafes, cafeterias, food stalls, bars
- . **entertainment**
  - . theatre, cinemas, clubs
- . **leisure**
  - . sports. parks, recreational areas

## Tourist facilities and amenities

### Amenities

things that makes tourists comfortable and at ease

- . **shops**
- . **toilets**
- . **parking**
- . **safety**
- . **signage**



## A2. Features and appeal of destinations

## Tourist facilities and amenities



### Transport and communication

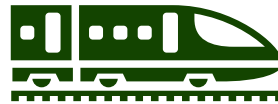
Transport helps the development of tourism. Growth of tourism helped transport. Being able to get to destinations - transport - has helped tourism grow.

Factors affecting transport: . **Price** . **Ease of access** . **Timings** . **Departure points** .



#### Air

- . **scheduled flights**  
(BA, Emirates, Virgin)
- . **low cost or budget**  
(Air Arabia, Ryanair)
- . **chartered flights**  
(part of package holiday)
- . fast for very long journeys



#### Railway

- . travel from country to country
- . travel within a country
- . easy to use
- . link major cities
- . travel overnight
- . specialised journeys: Orient Express.  
Trans Siberian & South African Blue



#### Coach

- . domestic or international
- . private hire
- . tour & excursion
- . transfer



#### Car

- . hire/rent a car
- . fly - drive holidays
- . taxis
- . limousine services



#### Water

- . cruise ships
- . ferries
- . water taxis
- . yacht & boat hire





## A2. Features and appeal of destinations

## Tourist facilities and amenities



### Transport and communication



### TASK

*Investigate different ways of travelling to Paris - air, rail, car & coach.  
Evaluate the different modes of transport.*

### Research notes





**A2. Features and appeal of destinations**

**Tourist facilities and amenities**



**Transport and communication**



**TASK**

*Give the advantages and disadvantages of the different modes of transport*

**Research notes**





## A2. Features and appeal of destinations



### Types of accommodation

Tourists need somewhere to stay when they are on holiday. There are many different types of accommodation.

#### Serviced

Range of services available:

- . restaurants . room service
- . laundry . shops
- . gym . pool
- . fully staffed

Accommodation varies in quality/price/availability.

Most accommodation can be booked online through a range of portals.

#### Chain

National or International companies with many units :

- . Jumeirah . Hilton
- . Sheraton . Premier Inn
- . Marriot . Atlantis

#### Non-serviced

Provide accommodation only

Including houses, cottages, apartments, caravans tents etc

#### Independent

Only a one or few units:

- . Reigate Manor, Surrey
- . Cricket Field House, Wiltshire
- . Cottage Hotel, Devon





## A2. Features and appeal of destinations



### Types of accommodation

Tourists need somewhere to stay when they are on holiday. There are many different types of accommodation.

## Tourist facilities and amenities



### Bed & Breakfast Guesthouse

- . 5 rooms +
- . breakfast only



### Hotel

- . 10 rooms +
- . food
- . services: food, gym, shops etc



### Hostel

- . basic accommodation
- . low prices



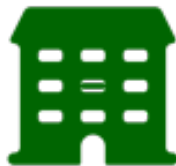
### Holiday camp

- . cabins, caravans or tents
- . some services



### Motel

- . 10 rooms +
- . by a road



### Holiday home Air bnb

- . one room or apartment  
or house



### Hotel apartment

- . larger accommodation
- . services



**A2. Features and appeal of destinations**

**Tourist facilities and amenities**

Type of accommodation	Where are they found?	Level of service 1-5 stars	Serviced Non serviced	Facilities





A2. Features and appeal of destinations

Tourist facilities and amenities

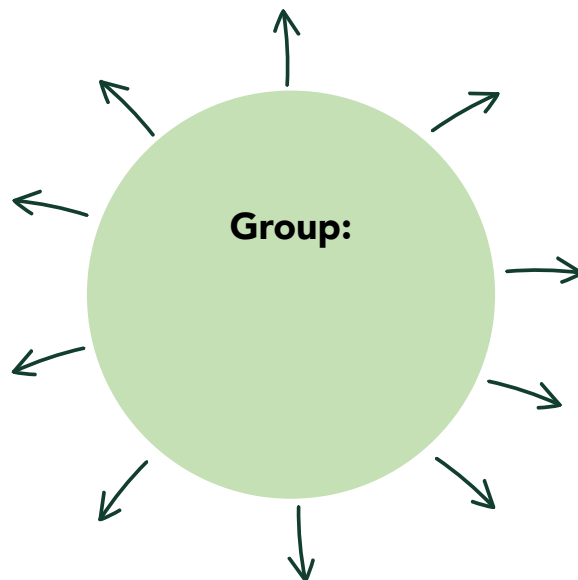


Types of accommodation



**TASK**

Discuss what factors involved in choosing accommodation for different groups of people: high income older people; families on a budget; young group of people; young couples etc





A2. Features and appeal of destinations

Tourist facilities and amenities

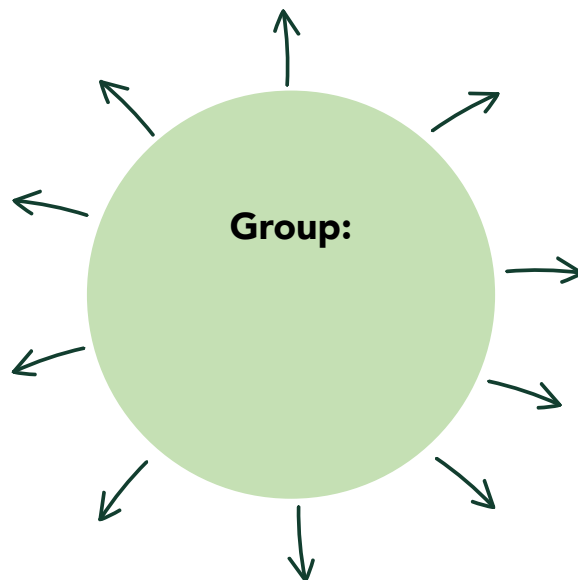


Types of accommodation



**TASK**

Discuss what factors involved in choosing accommodation for different groups of people: high income older people; families on a budget; young group of people; young couples etc







A2. Features and appeal of destinations

Tourist facilities and amenities



Types of accommodation



**TASK**

*Define the different types of accommodation*

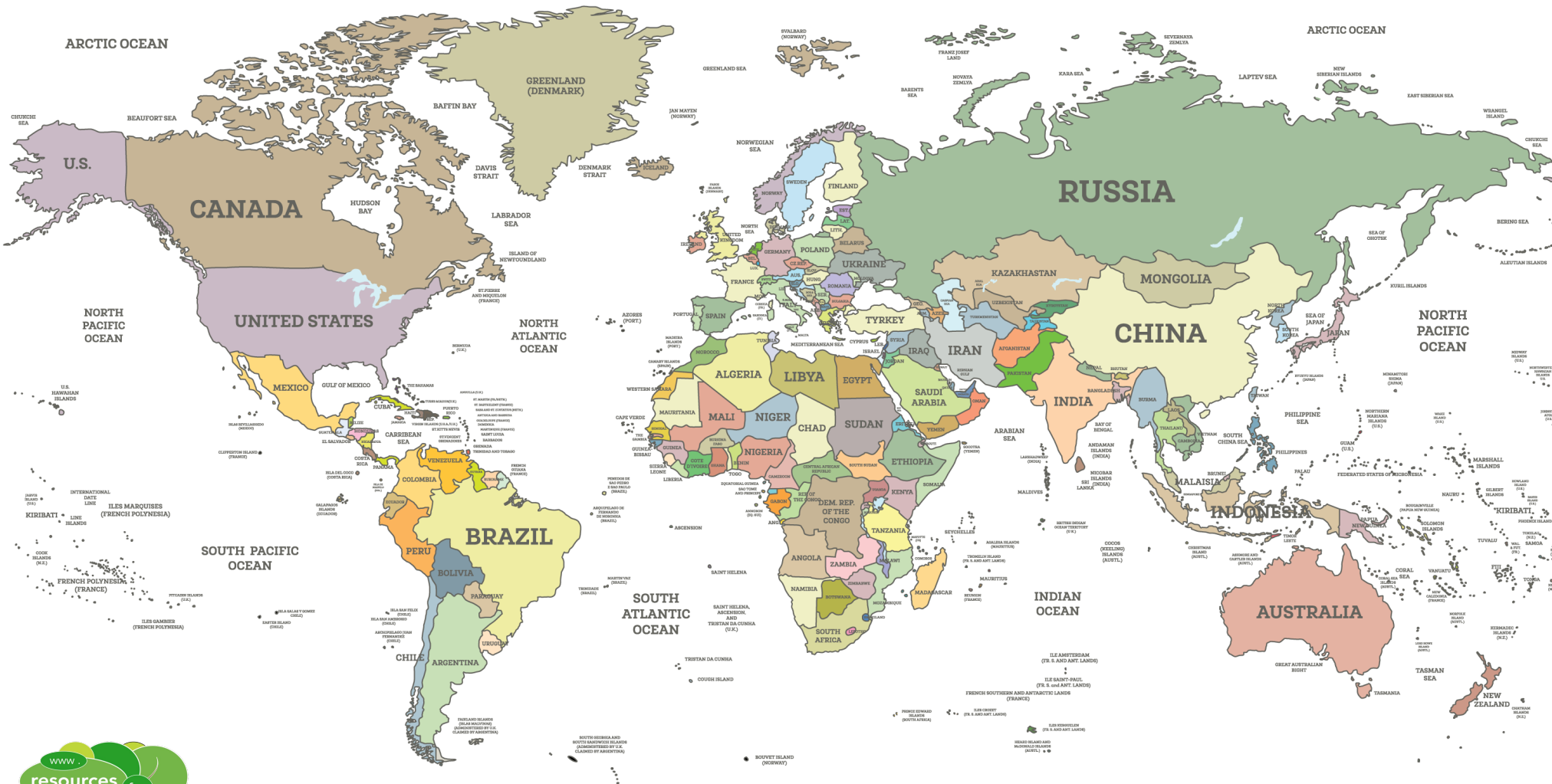
Motel	
Serviced apartment	
Air BnB	
Hostel	
Bed and breakfast	
Self catering accommodation	
Fully inclusive	
Chain hotel	



# Unit 2: Global destinations – A. Geographical awareness, locations and features giving appeal to global destinations



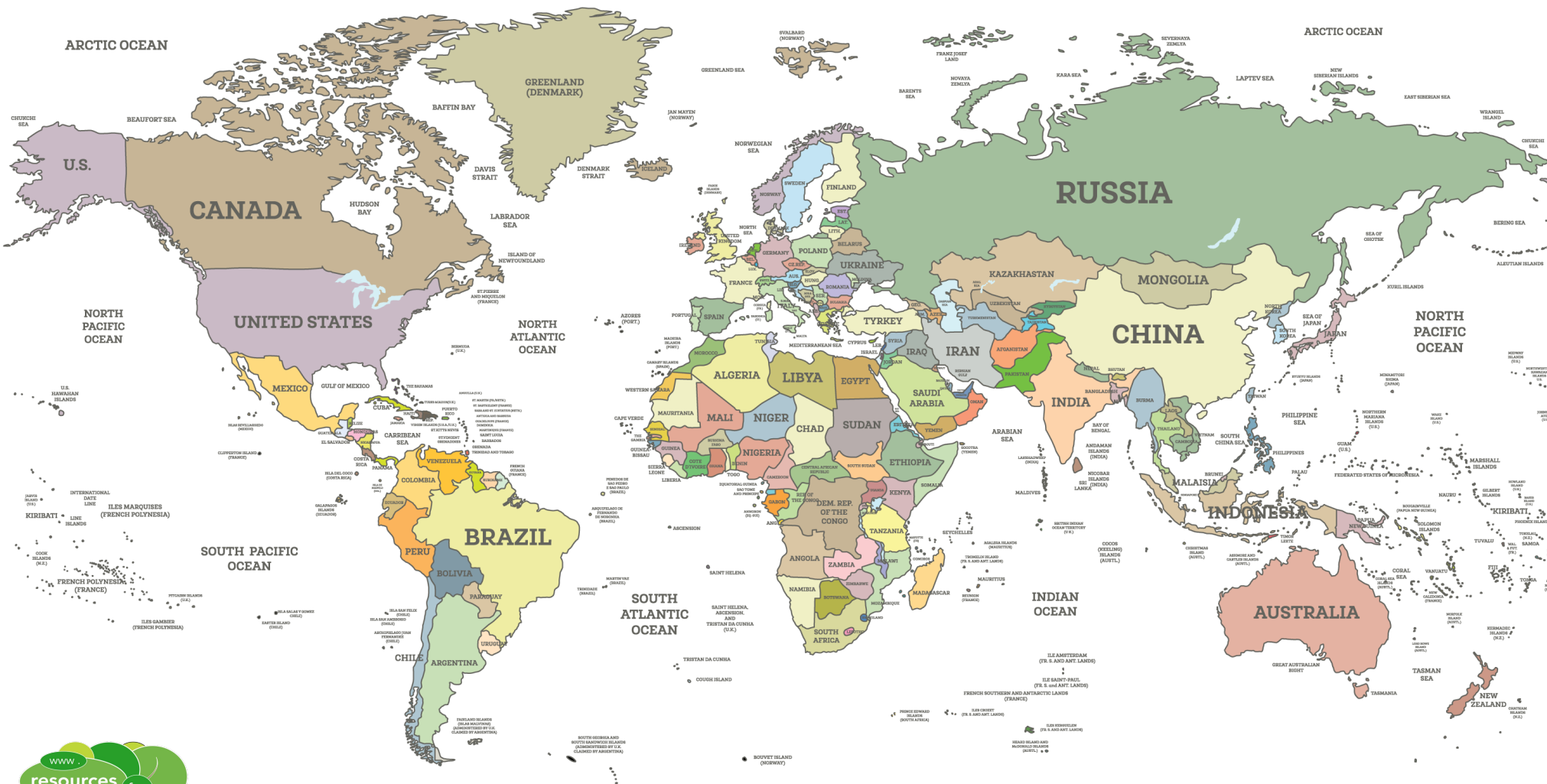
## A2. Features and appeal of destinations



# Unit 2: Global destinations – A. Geographical awareness, locations and features giving appeal to global destinations



## A2. Features and appeal of destinations



# Unit 2: Global destinations – A. Geographical awareness, locations and features giving appeal to global destinations



## A2. Features and appeal of destinations

