

Factors influencing global travel and tourism

Recession

A slowdown in economic activity. Can have a negative effect on the travel and tourism industry because people have less disposable income.



Boom

This is when a country experiences a period of growth. People have more disposable income and are more likely to spend their money on luxury products such as holidays. This is a positive for the travel and tourism industry.

Economic Factors

Levels of employment

If people lose their jobs or become unemployed then they have less money to spend on holidays and are less likely to take a holiday.

Fuel costs

The cost of fuel changes all the time, depending on the price of oil. Rising oil prices can affect the price of fuel and so travel and tourism organisations have to pass on this cost to their customers. Airlines may also reduce the amount of flights that they offer.

Currency exchange

This is the value of the currency of one country against another. Rates of currency exchange are constantly changing. This will affect how much a tourists money is worth when they change it to another currency. Rates can affect how much a tourist will have to spend on holiday for services such as accommodation, meals out, entertainment and gift shopping.

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Legislation and Regulations

This can affect visitors in number of ways. Certain laws are put in place to try to ensure visitor safety and security or to protect the destination.



Trade and taxes

Some countries have a departure tax for when people leave the country. E.g. the UK has a charge known as Air Passenger Duty (APD) which is added to the cost of flights for those with more than 20 seats.

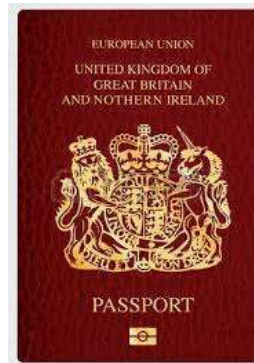
Political Factors

Political instability

The threat or outbreak of war can have a huge impact on tourism. Holidays may be cancelled and tourists will be advised not to travel.

Passport and visa entry requirements

To travel from the UK a tourist needs a valid passport in order to leave and gain entry to outbound destinations. Some countries also require a valid visa.



Funding and tax incentives

Tourism can benefit a country in many ways, so governments are keen to develop tourism in any way that they can e.g. in Kenya, the government has introduced tax incentives such as removing VAT from air tickets and park entrance fees to encourage more people to visit.

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Geological hazards *e.g. Earthquake, Volcano*

Can cause damage to infrastructure that is important to the travel and tourism industry- hotels, airport, roads etc.



Natural Disasters



Severe weather events- weather hazards

Can affect certain parts of the world on a regular basis.

- Flooding
- Drought
- Fires
- Landslides
- Tornadoes
- Avalanches
- snowstorms



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Types of media

- Social media
- Newspaper
- Adverts
- TV/News reports
- Radio
- TV Programmes



Visitor numbers

Locations used in TV shows and films become popular with tourists.



Media, publicity and image

Negative effects

Some destinations have been given bad reputations due to media coverage, which can affect the amount of people visiting that destination.

e.g. Magaluf is known as a 'wild party' resort.



Positive effects

Coverage of special events can show the good things about a resort and can generate a lot of positive publicity.

e.g. The World Cup in 2018 and the 2012 Summer Olympics in London

