



PROGRAM SUPPORT NOTES

Factors Affecting Global Tourism

Program Support Notes by:

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For Teachers

Introduction

The nature of the travel and tourism industry is dynamic and one that requires constant review if it is to remain a competitive industry. The key factors that have driven change in the industry include socio-cultural, economic, environmental and technological forces. The global forces taxonomy is introduced and the three layers are discussed in detail throughout the program. Examples are provided to enhance the students' understanding of the related concepts along with insight provided by Professor Brian King, a leading academic in the tourism field.

Timeline

00:00:00	Dynamic nature of the travel and tourism sector
00:03:16	The outer layer: geographical, environmental and climate factors
00:08:09	The middle layer: demographic and socio-cultural factors
00:13:37	The inner layer: political, economic and technological factors
00:19:45	Credits
00:20:48	End program

Related Titles

Growth and Niche Markets in Tourism
Emerging Tourism Markets
Maximum Return, Minimum Footprint
Competitive Marketing in Tourism

Recommended Resources

- www.ecotourism.org
- www.lonelyplanet.com
- www.smartraveller.gov.au
- www.tourismaustralia.com.au
- <http://www.fco.gov.uk>

Student Worksheet

Initiate Prior Learning

1. What factors influence your own holiday destination choice?

2. What factors would deter you from visiting a destination?

3. What challenges do you think climate change presents the tourism industry?

4. Define global forces in a tourism context.

5. List worldwide events/situations that may have impacted the global and domestic tourism industry.

Active Viewing Guide

Dynamic nature of the travel and tourism sector

1 What are some typical global forces that impact on the tourism industry worldwide?

2 What is the purpose of the global forces taxonomy?

3 Why is it important to consider both these global forces importance (the degree to which they affect competitiveness) and their stability? Provide examples to demonstrate your understanding.

The outer layer – geographical, environmental and climatic factors

4 Identify the global forces located in the outer layer of the taxonomy, and comment on the stability of these factors.

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5 Why is climate change a critical issue for the tourism industry, particularly for those investing in tourism infrastructure?

6 List some examples of micro responses to climate change.

7 List some examples of macro responses to climate change.

8 While the geography of tourism destinations largely goes unchanged, a range of other factors can impact on a destination's geographical appeal. Provide examples of where these factors have impacted a destination's geographical appeal.

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The middle layer – demographic and socio-cultural factors

9 List the global forces located in the middle layer of the taxonomy, and comment on the stability of these factors.

10 How do demographics affect the type of tourism destinations, and experiences, travellers seek?

11 Why is food considered one of the most significant cultural factors driving visitors to tourism destinations?

The inner layer – political, economic and technological factors

12 Outline the global forces located in the inner layer of the taxonomy, and comment on the stability of these factors.

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13 How can governments influence where people travel?

14 Provide some examples of how technology can influence the traveller's experience.

15 Which global factors are likely to have more of a direct impact on a tourism destination's level of competitiveness?

Extension Activities

1 Research Exercise:

Evaluate the climate change issue for the Maldives as a tourist destination:

- a) Global macro forces may be viewed in the form of an 'onion taxonomy' consisting of different layers surrounding the destination.

Given climatic factors are categorised in the outer layer, does the Maldives really have much to worry about in terms of destination competitiveness?

- b) The Maldives are said to be 'punching above its weight' in terms of becoming carbon neutral.

Should it be only the responsibility of these 'victim' destinations to improve carbon emissions or should all destinations take some responsibility for their actions?

- c) Global forces, such as climate change, affects the ability of a destination to compete successfully however, are considered beyond the control of any one group or organization.

Suggest management techniques to minimize the impact of such global forces on the Maldives' level of competitiveness. Provide examples of what destinations/tourism related organizations are currently doing where appropriate.

2 Group Discussion:

In small groups, discuss in relation to the global onion taxonomy layers, how the following events/situations have affected the global and domestic tourism industry. Present your findings to your fellow class members.

- a) September 11
- b) Christchurch Earthquake
- c) London Bombings
- d) Global Financial Crisis
- e) Increase in GAP Year Experiences

3 Group Discussion:

Visit your relevant government website to determine those destinations with travel warnings issued against them. List these destinations and analyse the reasons for the issued warnings. Do you think these constitute reasons relating to political and economic factors as opposed to safety and well being of tourists? Present your findings to your class members.

4 Research Exercise:

In small groups analyse the connection between food and culture of a destination of your choice. In your analysis consider:

- a) The history of the destination/region
- b) Distinctive regional dishes/foods/produce
- c) Cultural influence and connection with food aspects
- d) Authenticity aspect and whether this is sought by, and delivered to, tourists
- e) Overall competitiveness of the destination in relation to food and culture

5 Class Discussion Topic:

Technology advancements are rapidly transforming the tourism industry from both an operator and tourist perspective. Discuss ways in which technology may change the future visitor experience, both positively and negatively.

Suggested Student Responses

Initiate Prior Learning

1. What factors influence your own holiday destination choice?
Answers will vary but may include weather/climate, family and friends, location, iconic attractions, exchange rate, marketing campaigns, financial deals.
2. What factors would deter you from visiting a destination?
Answers will vary but may include safety issues, political unrest, weather/climate, location, expense.
3. What challenges do you think climate change presents the tourism industry?
Answers will vary but may include carbon taxes, increased prices to operators and tourists, popular destinations may no longer exist, educating both operators and tourists.
4. Define global forces in a tourism context.
Global forces may be defined as those factors which impact on the tourism industry worldwide. Global forces encompass political, social, technological, demographic, geographical, climatic and environmental type factors. Some factors are more fluctuating than others.
5. List worldwide events/situations that may have impacted the global and domestic tourism industry.
Answers will vary but may include September 11, London and Bali bombings, SARS, bird flu, global financial crisis, exchange rates.

Active Viewing Guide

Dynamic nature of the travel and tourism sector

- 1 What are some typical global forces that impact on the tourism industry worldwide?
In summary, they include a destination's geographical, climatic and environmental characteristics. They also include the social profile – demographics and culture, as well as political, economic and technological factors.
- 2 What is the purpose of the global forces taxonomy?
The global forces taxonomy categorizes those global forces impacting on tourism into three layers.
- 3 Why is it important to consider both these global forces' importance (the degree to which they affect competitiveness) and their stability? Provide examples to demonstrate your understanding.
The level of importance and the degree of stability may not necessarily always be the same, and it is therefore important for a destination to consider both the importance and stability and how this may affect visitation.
For example the climate in a region like the Pacific or Caribbean islands is a very important factor for tourism, and it is also relatively stable. However, the political situation in a country or region, which is also an important factor, may be unstable, and if people feel their personal safety may be at risk, they are unlikely to visit.

The outer layer – geographical, environmental and climatic factors

- 4 Identify the global forces located in the outer layer of the taxonomy, and comment on the stability of these factors.
In the outer layer is found the geographical, environmental and climatic factors. These factors in the outer layer of the global forces taxonomy are fundamental and highly stable.
- 5 Why is climate change a critical issue for the tourism industry, particularly for those investing in tourism infrastructure?
Climate change affects all from both an operator and tourist perspective and therefore it is an important consideration for all involved. All operators and tourists alike have a responsibility to ensure a sustainable tourism industry is maintained so that future generations are able to enjoy the environment/destinations available today. Without the natural environment tourism won't exist for many destinations, resulting in a loss of overall competitiveness.
- 6 List some examples of micro responses to climate change.
Hotels encouraging you not to change your towels every day, using contemporary light bulbs, use of grey water, recycling etc.
- 7 List some examples of macro responses to climate change.
The rise of the ecotourism movement including eco-lodges and environments where there's more emphasis on interpretation and protection. Also, carbon offsetting where there's some awareness among people flying long distances that their carbon footprint should be reduced.
- 8 While the geography of tourism destinations largely goes unchanged, a range of other factors can impact on a destination's geographical appeal. Provide examples of where these factors have impacted a destination's geographical appeal.
Natural disasters such as earthquakes, tsunamis, drought, floods etc

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The middle layer – demographic and socio-cultural factors

- 9 List the global forces located in the middle layer of the taxonomy, and comment on the stability of these factors.
In the middle layer is found the demographic and socio-cultural factors. These factors tend to be relatively stable, and when changes occur, it is over a longer period of time.
- 10 How do demographics affect the type of tourism destinations, and experiences, travellers seek?
Older people tend to travel shorter distances than young people, but social context also plays a critical role. Location of family is inclined to influence travel also, especially in the case of long haul trips. Younger travellers inclined to participate in GAP years/working holidays and travel to certain destinations for particular attractions such as the Heineken Brewery etc.
- 11 Why is food considered one of the most significant cultural factors driving visitors to tourism destinations?
Awareness of different types of food and food preparation, and its nutritional value, has increased markedly with food's popularity in the mass media. Many people connect travel destinations with food experiences, traditionally Italy and France. Also the connection of local produce and wine regions with authenticity of a travel experience.

The inner layer – political, economic and technological factors

- 12 Outline the global forces located in the inner layer of the taxonomy, and comment on the stability of these factors.
In the inner layer is found the political, economic and technological factors. These factors can fluctuate widely and rapidly within short periods of time and tend to have a more direct impact on a destination's performance and ability to operate competitively.
- 13 How can governments influence where people travel?
Governments do influence where people travel through travel advisories and many will argue that these are quite politically determined. Countries which are seen as less desirable, governments will often discourage their residents from going there, they may introduce visa requirements, and they'll advise tourists against visiting on the basis of lack of security.
- 14 Provide some examples of how technology can influence the traveller's experience.
Methods of marketing and communicating with customers; enquiry and booking systems and networking between tourism organizations and businesses, Trip Advisor, social media, transport advances (fast trains) and mass movement of people, access to 24/7 information.
- 15 Which global factors are likely to have more of a direct impact on a tourism destination's level of competitiveness?
While there is a range of global forces that are significant to tourism destinations, factors in the inner layer are likely to change more rapidly and have a more direct impact on a destination's competitiveness than any other factors.

Extension Activities

1 Research Exercise:

Evaluate the climate change issue for the Maldives as a tourist destination:

- a) Global macro forces may be viewed in the form of an 'onion taxonomy' consisting of different layers surrounding the destination. Given climatic factors are categorised in the outer layer, does the Maldives really have much to worry about in terms of destination competitiveness?
Yes, they do! This is a great example of where the onion taxonomy demonstrates not only the stability but also the importance of global factors. Climatic factors generally are quite stable and predictable for a destination, however for the Maldives; these factors are rapidly changing and therefore are of high importance to its future, in terms of tourism development and visitation. For other destinations the climatic conditions may not be considered of high importance.
- b) The Maldives are said to be 'punching above its weight' in terms of becoming carbon neutral. Should it be only the responsibility of these 'victim' destinations to improve carbon emissions or should all destinations take some responsibility for their actions?
No, it should not only be the responsibility of these 'victim' destinations to improve carbon emissions, all destinations must take some responsibility for their actions. At this particular time climate change is directly affecting the Maldives; however who knows what the future holds and which destinations will be affected next. Precautions should be taken from both a micro and macro perspective.
- c) Global forces, such as climate change, affect the ability of a destination to compete successfully however, they are considered beyond the control of any one group or organization. Suggest management techniques to minimize the impact of such global forces on the Maldives' level of competitiveness. Provide examples of what destinations/tourism related organizations are currently doing where appropriate.
System of self-sufficiency, minimize sand erosion, reduce access to reef/coral to reduce further damage and enable it to re-grow, efficient waste management system, maintain water temperatures, scientific research conducted, educate operators and tourists.

2 Group Discussion:

In small groups, discuss in relation to the global onion taxonomy layers, how the following events/situations have affected the global and domestic tourism industry. Present your findings to your fellow class members.

- a) September 11
Political, economic, geographical and social/cultural factors primarily.
- b) Christchurch Earthquake
Geographical, environmental, social/cultural and economic factors primarily.
- c) London Bombings
Political, economic, geographical and social/cultural factors primarily.
- d) Global Financial Crisis
Economic and social/cultural factors primarily.
- e) Increase in GAP Year Experiences
Demographic and social/cultural factors primarily.

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3 Group Discussion:

Visit your relevant government website to determine those destinations with travel warnings issued against them. List these destinations and analyse the reasons for the issued warnings. Do you think these constitute reasons relating to political and economic factors as opposed to safety and well being of tourists? Present your findings to your class members.

In Australia, students will visit the Smart Traveller website: <http://www.smarttraveller.gov.au/>

In the United Kingdom, students will visit the Foreign and Commonwealth Office website: <http://www.fco.gov.uk>

4 Research Exercise:

In small groups analyse the connection between food and culture of a destination of your choice. In your analysis consider:

- a) The history of the destination/region
- b) Distinctive regional dishes/foods/produce
- c) Cultural influence and connection with food aspects
- d) Authenticity aspect and whether this is sought by and delivered to tourists
- e) Overall competitiveness of the destination in relation to food and culture

Responses to this research activity will vary depending upon the destination/region selected however students should be able to present to the rest of the class their findings and clearly connect culture with the food aspect.

5 Class Discussion Topic:

Technology advancements are rapidly transforming the tourism industry from both an operator and tourist perspective. Discuss ways in which technology may change the future visitor experience, both positively and negatively.

Responses and considerations contributing to both a positive and negative tourist experience for this class discussion topic may include:

Operator perspective: able to communicate and respond to tourist/guest requests more efficiently and more rapidly via online/email/websites, online reviews of their service by tourists/guests, need to cater for tourists with technology access i.e. wifi, ipad/iphone applications, online booking systems improve service and often reduce costs, must invest in and keep up to date with new technologies, online travel guide books.

Tourist perspective: booking online may result in cheaper options/deals, having access to online information 24/7 results in the tourist having access to up to date information being more informed overall, may lead to increased independent travel, electronic language translators, tourists less likely to 'see where the road takes them' as have access to information/detailed maps, travel blogs may inform travellers, digital cameras/phones, online check in.