

UNIT 4: INTERNATIONAL TRAVEL AND TOURISM DESTINATIONS

LEARNING AIM B

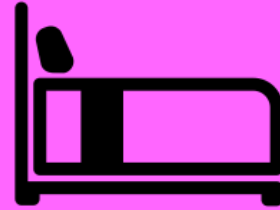
Natural Features:

- Climate
- Mountains
- Lakes and Rivers
- Beaches
- Deserts
- Caves
- Forests



Accommodation

- Hotels
- Campsites
- Apartments
- Villas
- Hostels etc.



Facilities and Services

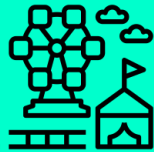


Shops- e.g. shopping malls
 Nightlife- bars, nightclubs casinos etc.
 Sport and Leisure- gyms, leisure centres, spas
 Eating Out- restaurants, gastropubs, food markets etc.
 Sightseeing- hop on, hop off bus tours, river boat tours
 Weddings- is your destination ideal for a wedding e.g. Las Vegas or Seychelles

Features of International Travel and Tourism Destinations

Local Attractions

- Heritage Sites e.g. National Parks
- Religious Sites e.g. Churches
- Theme Parks e.g. Disneyland
- Museums and Art Galleries e.g. Guggenheim Museums in New York
- Iconic Structures- Statue of Liberty or Empire State Building
- Large Scale Events e.g. Olympics



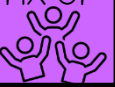
Cultural Features

- Music, Art, Dance or Festivals e.g. Chinese New Year or Rio Carnival
- Laws in the country- e.g. no chewing gum in Singapore, shoulders and hair covered for ladies visiting mosques
- No kissing in public in Dubai



Special Interest Tourism

- Winter Sports- downhill skiing, cross country skiing
- Water Sports- sailing, canoeing and scuba diving
- Walking, cycling or outdoor pursuits
- Sports as a spectator- e.g. tennis, football or watching the Grand Prix or Olympics



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Families

- Families with young children
- Families with older/teenage children
- Budget Considerations- might have limited budget
- Might enjoy active sports
- Might want kids clubs



Different Ages

- Might want different things
- Eg. students wanting to party
- Independent backpackers
- Older (grey market travellers)
- Coach tours



Customers with specific needs

- Mobility issues
- Hearing/Sight Impairment
- Dietary Requirements e.g. Halal, Kosher, Vegetarian, Vegan, Gluten Free
- Mental Health issues
- Learning Difficulties e.g. autism, ADHD etc.
- Religion- Orthodox Jews, Muslims needing prayer rooms



Types of Visitors



Groups

- Come in all shapes and sizes
- Might have differing motivations
- Accommodation must suit their needs
- Eg. Student groups who want to party
- Older groups in their 60's on a coach tour



Couples

- Might be their honeymoon
- Or special occasion
- Might want to have room upgrade
- Alone time
- Things where they can create memories



Corporate Travellers (Business People)

- Quiet Room
- Possible Seat Upgrade on flight to business class
- Wifi
- Conference Facilities
- Restaurants
- Transfers e.g. private car or transport arranged in advance

