




BTEC Tech Award in Travel and Tourism 2022 Specification
Component 3: Influences on Global Travel and Tourism Learning Objective C

Personal Learning Checklist				
Learning Objective	Criteria			
C1	Stages of tourism development as suggested by Butler’s Tourist Area Life Cycle (TALC) model. Stages – exploration; involvement; development; consolidation; stagnation; decline/rejuvenation.			
C1	Emerging destinations – destinations that have recently (within the last ten years) grown in popularity and have a growth rate of visitor arrivals of over 4 per cent year-on-year			
C1	Characteristics of emerging destinations may include: <ul style="list-style-type: none"> ● visitors seek adventure, ‘authentic’ experience, culture or nature-based ● may be difficult for overseas visitors to access ● transport links likely to be undeveloped ● basic infrastructure – energy, water, waste disposal ● local people may not have access to healthcare and education ● unspoilt natural and cultural features are the main attraction ● local communities follow traditional lifestyles ● seek to develop tourism to boost economies, raise living standards ● low volume of visitors – may have to make own travel arrangements ● limited awareness of the destination globally 			
C1	Mature destinations – destinations that have been popular for over twenty years with growth rates of visitor arrivals around 2 per cent year on year			
	Characteristics of mature global destinations may include: <ul style="list-style-type: none"> ● high volume/mass tourism with organised package holidays ● fully integrated transport links ● fully developed infrastructure ● may be a strain on resources such as water ● natural and cultural features may be damaged, diluted, or overwhelmed by tourism ● established season ● extensive advertising of the destination, which is well-known globally ● The standard of visitor facilities may become run-down ● The local economy is reliant on tourism ● may be some conflict between locals and visitors 			
C2	Reasons governments may want to develop tourism include to: <ul style="list-style-type: none"> ● maximise the economic benefits of tourism ● attract foreign currency ● diversify the economy ● raise funds to help reduce poverty, improve mobility, healthcare and education ● create employment opportunities ● attract funding from foreign investors, private sector ● improve the quality of life. 			

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<p>C2</p>	<p>The government's role includes controlling tourism development through legislation to reduce potential negative impacts and increase the benefits of tourism:</p> <ul style="list-style-type: none"> ● tax incentives/tax relief to encourage investment, and raise funds ● considering travel restrictions, security measures and entry requirements, including passport and visa requirements ● improving transport infrastructure, links and networks – road, rail, air, sea, gateways and hubs ● improving/establishing essential infrastructure – energy supply, water supply, waste disposal ● supporting, approving and controlling tourism infrastructure – accommodation, food and drink outlets, communication links – accessibility to the internet, Wi-Fi ● Provide funding for new initiatives in transport, events, training and infrastructure projects that support the local community and/or protect the environment ● managing destinations by implementing sustainable tourism policies. 			
<p>C3</p>	<p>Types of partnership and their purpose:</p> <ul style="list-style-type: none"> ● public and private sector – new tourism developments such as a hotel funded by the private sector, the local authority may require restrictions on design, size and scale ● private sector and private sector – accommodation and transport providers for transfers from airport/train station to accommodation ● voluntary and private sector – The private sector may assist with the costs of promoting or running an event and in return receive positive publicity ● public and voluntary sector – to promote good causes, raise awareness, educate and inform by sharing skills and resources. ● destination management organisations – bring a range of different organisations together to work on a major project which may be short term or temporary, to raise profile; launch new products; advertise/promote; fund; and sponsor – for the benefit of the destination. 			
<p>C3</p>	<p>Possible advantages of partnerships:</p> <ul style="list-style-type: none"> ● shared resources/skills/expertise ● new ideas ● shared costs ● increased coverage/publicity/profile 			
<p>C3</p>	<p>Possible disadvantages of partnerships:</p> <ul style="list-style-type: none"> ● conflicting aims and priorities ● less flexibility ● slows down decision-making process ● difficulty in responding quickly to changes/events 			