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LESSON NOTES

WORKSHEET 10

YEAR 12: GEOGRAPHY

NAME: _____

Strand	2.3 Tourism
Sub Strand	<u>12.2.3.2</u>
Content Learning Outcome	Tourism and tourists and A

Marketing Strategies	Packaging	Inward/Outward Transport Mode
<p>Marketing has become <u>more efficient</u> with the introduction and <u>use of modern technology and ideas</u>. Eg, advanced forms of mass media, internet, skype, etc.</p> <p>The availability of various forms of communication makes it more possible to reach a wide range of markets. The disadvantage of using communication networks for marketing is that information is limited.</p> <p>Hence, other forms of marketing and promotions are through tourism festivals, cultural/art exhibitions and the use of promotional groups, in addition to travel agents.</p>	<p><u>More compact package deals</u> are now available with <u>affordable or lucrative prices</u>. Eg. Family deals, business convention deals, company deals, etc.</p> <p>To make it more attractive, packages include <u>incentives</u> of various forms which include the <u>integration of activities</u>.</p>	<p>Transport modes are designed to be more efficient, safer, faster and much more convenient. Eg. Airlines – Boeings.</p> <p>Cruise Liners, Tourist trains. Etc.</p> <p>Transportation costs are usually inclusive to package deals.</p> <p>In other instances, costs are negotiated to meet affordability and to ensure that transport companies are able to meet their costs.</p>

Category 2 – Reception and Accommodation

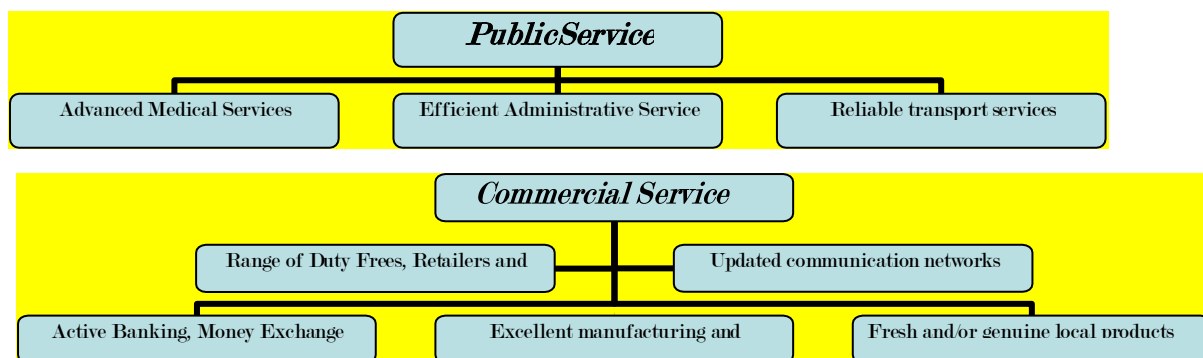
<u>Airport/Port Facilities</u>	(i) <u>Accommodation</u>
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Modern airport and port facilities have been designed or re-designed to be more spacious and ensure more efficient services for international and domestic flights and passengers. It has also been developed to cater for all necessary services.

Types of accommodation now range from simple inns for the ordinary people to the more exquisite and luxurious suites. Other forms of accommodation include motels, backpackers, home-stays, etc.

Category 3 – Activities and Services

<u>Activities</u>	<u>Services</u>
To accommodate for the diverse desires and interests of tourists, different varieties of land-based and water-based activities have been introduced. These activities are created to utilize the immense environmental potentials whilst also inducing excitement, satisfaction and making it a memorable exercise. The activities available have ventured on from pleasure and leisure to adventurous, educational and informative.	An essential component for customer satisfaction is quality assurance in services, provisions and products. The development of services in tourism is certainly progressing towards this scenario



Activity

Discuss the ways that how public can assist in the development of tourism sector.

(2marks)

Discuss the the attractive activities that may attract more tourists. -

(2marks)

Discuss the concept of package tours.

(1 mark)