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LESSON NOTES

WORKSHEET 7

YEAR 12: GEOGRAPHY

NAME: _____

Strand	2.3 Tourism
Sub Strand	<u>12.2.3.1</u>
Content Learning Outcome	Tourism and tourists and A

TOURISM TERMINOLOGY

- Tourists can also be either *Domestic* (local) or *International* (from other countries).

There are two main classes of tourists:

(i) *Destination Tourists*

(ii) *Stop-over Tourists*

- To ensure a continuous in-flow of tourists, countries focus on target markets.
- Tourist markets can either be *Short Haul markets* (from nearby countries) or from *Long Haul markets* (countries which are further away).
- Some features which would be responsible for retaining the target markets are:

(i) Effective promotions and marketing

Direct Promotions and Marketing

- through the use of mass media, social media, brochures, pamphlets, posters, promotional groups, documentaries, tourism festivals, etc.

Indirect Promotions and Marketing

- Through the use of travel agents, word by mouth, business meetings, organizational forum, international conventions, sports meets, etc.

(ii) **Hospitality and appropriate provisions in host country**

Accommodations

- Hotels, motels, tourist resorts, backpackers, capsule hotels, condominiums, apartments, holiday homes, home-stays, lodges, cottages

Water - based activities

- Canoeing, kayaking, sailing, surfing, waterskiing, jet skiing,

Land - based activities

Hiking, Mountain climbing, horse riding, camping, village visits, sporting activities, historical sight-seeing, sky diving, etc.

(iii) Political/civil stability of the country and easy visa requirements

(iv) Appropriate climate

(v) Diverse attraction sites

Activity

A. Definition – Define the following terms

1. Eco tourism

_____ (1 mark)

2. Multiplier effect

_____ (1 mark)

3. Local tourism

_____ (1 mark)

4. Tax rebate

_____ (1 mark)

5. Kiss of Death

_____ (1 mark)

B. Resource Interpretation

Use the resource given below and your knowledge to answer the question that follows:



Explain how the type of tourism shown in the picture above contributes to the lives of the local people. (2 marks)

C. Short Answer Questions

- (i) Outline two factors that tourists need to consider when choosing a destination. (2 marks)

- (ii) State how natural disasters affect the tourism industry of Fiji and give an example to illustrate this. (2 marks)
