



Personal Learning Checklist

Learning Objective	Criteria	😊	😐	😞
C1: Tourism Development				
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: The role of local and national governments in tourism development				
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. 			



<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. 			
C3: The importance of partnerships in destination management				
<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 			