



Personal Learning Checklist

Learning Objective	Criteria	😊	😐	😞
A1: Factors influencing global travel and tourism				
A1	<p>Economic factors – an understanding of how: recession/boom can affect the amount of money people are willing to spend on holidays and travel levels of employment affect the levels of disposable income that people have to spend on holidays, travel costs and living costs within the destination. Changing cost of fuel can affect travel costs. Fluctuations in currency exchange rates affect the affordability of destinations. Economic factors can influence visitor choice of global destinations.</p>			
A1	<p>Political factors – an understanding of: o the different types of legislation: health and safety laws; employment laws; planning laws</p> <ul style="list-style-type: none"> • The reasons for legislation: visitor security, equality, customer financial protection, developing services and facilities, controlling development • How trade, airport and other taxes can affect the cost of travel and visitor numbers to a destination • How passport and visa/entry requirements can affect visitor numbers to a destination • How governments promote tourism through funding, marketing campaigns, partnerships and tax incentives development • How political instability, civil unrest and war can result in disruption, cancelled holidays, business failure, loss of tourism income, repatriation, poor image • How political factors can influence visitor choice of global destinations. 			
A1	<p>Natural factors – an understanding of how severe weather events can create natural disasters, as well as the features and physical effects of each:</p> <ul style="list-style-type: none"> • Natural disasters – earthquakes, volcanic eruptions, tsunamis, landslides, avalanches. • severe weather events – flooding, drought, wildfires, hurricanes/cyclones, tornadoes, blizzards • Possible effects on travel and tourism businesses: disruption/cancellations; compensation/refund costs; repatriation; evacuation; impacts on future customer numbers/bookings. • Possible effects on destinations: rebuilding infrastructure; early warning systems; building design. • How natural factors can influence visitor choice of global destinations. 			
A1	<p>Media factors – an understanding of:</p> <ul style="list-style-type: none"> • Different types of media: print – newspaper reports/articles, magazines, books, guides; broadcast – radio, film, TV; internet – social platforms, websites. • image created – positive/negative • How media coverage and image of global destinations and travel and tourism organisations can affect visitor choice. 			
A1	<p>Safety and security factors – an understanding of:</p> <ul style="list-style-type: none"> • Risks relating to personal safety and security in an unfamiliar environment, including theft, pickpocketing, physical attacks, accidents, bribery, getting lost, dangerous wildlife. • Safety measures implemented by authorities, tourism organisations, travel providers and those in place on transport and at terminals: 			



	<p>CCTV, transport/tourist police, body and luggage scanners, emergency phone numbers, safety deposit boxes, security staff.</p> <ul style="list-style-type: none"> • Influence on visitors – delays/missed departure, inconvenience, aggressive behaviour, reassurance of safety/security. • The need for visitors to be aware of guidance relating to individual safety and security when in global destinations – times to avoid going out, areas to avoid, how to keep possessions and travel documents safe, not travelling with valuables, safety in natural and built environments, remote and unfamiliar areas • How safety and security concerns may influence visitor choice of global destinations. 			
A1	<p>Health risk factors – an understanding of the causes and symptoms of infectious diseases and illnesses:</p> <ul style="list-style-type: none"> • endemic – a disease that is present permanently in a region or population: <ul style="list-style-type: none"> – malaria – yellow fever – cholera – typhoid • epidemic/pandemic – an outbreak that affects many people at one time and can spread through one or several communities/the world: <ul style="list-style-type: none"> – norovirus – avian/bird flu – Zika virus – coronavirus • ways of transmission – air, water, food, contact • precautions against contracting these illnesses and infectious diseases – vaccinations, protective clothing, medicines, equipment, appropriate insurance, hygiene, food and drink choices • Possible effects of health risks on visitor choice of global destinations. 			
A2: Response to factors				
A2	<p>Travel and tourism organisations – an understanding of possible responses, including: adapting and developing new products and services</p> <ul style="list-style-type: none"> • adapting operational procedures • reviewing destinations offered • reviewing price structures – adjusting pricing to maintain visitor numbers, attract different types of visitor • managing public relations 			
A2	<p>Government: local, regional, national – an understanding of possible responses, including:</p> <ul style="list-style-type: none"> • providing public with up-to-date information • imposing travel restrictions • promoting a positive image • encouraging employment • improving infrastructure • Introducing or tightening of security measures. 			
A2	<p>Voluntary organisations – an understanding of possible responses, including:</p> <ul style="list-style-type: none"> • promoting sustainability, conservation and protection • campaigning for governments to affect change • raising awareness of issues – ethical, environmental • raising funds 			

