

# Tourism - 1.2 & 1.3

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## 1.2 - Reasons that led to the growth of tourism (**Tourism Growth**)

1. Motivation to travel (want)

2. Ability to travel (can)

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1. Motivation to travel (want)

a. need for relaxation

— increasing **pressure of work / hectic lifestyle** = travel more to **relieve stress**

— people see travelling as a way to **rest & rejuvenate**

— eg. some seek nature to **escape their urban environment / rest / enjoy scenic views + providing a different routine (escape their stress/worries = tourism growth)**

— eg. use any busy city & chill place (New York - Bali)

b. need to achieve personal growth & self-fulfilment

— people consider travelling as a way for **self-growth & achieve their fullest potential**

— **pick up a new skill**

— eg. cooking schools in Bali to learn their cuisine/food

— develop themselves further - improving existing knowledge

— **eg. travelling to Mecca - Saudi Arabia, to learn about their faith/religion = grow spiritually**

— fulfil their potential - feel like they are **stretched emotionally & physically = personal growth**

— eg. skydiving/mountain climbing (challenging/adventurous activities)

c. need to discover unique travel experiences

— travel to **satisfy their curiosity = explore different environments & cultures**

— **places that are not widely known = less travelled to**

— **do special / uncommon activities**

**— globalisation = vast transport network = remote places > major cities = accessible**

— eg. Antarctica = increased tourists (they want to satisfy their curiosity)

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## 2. Ability to travel (can) \*\*\*WA1

### a. increase in disposable incomes

^ disposable income = \$ you can spend

**— after WW2 > economic development > increase in disposable income (@ North America / Western Europe / Japan) > greater spending on travel > current time > rapidly developing countries (China / India) = fast growing middle class > large demand for tourism**

— eg. China = GDP increase = tourism grew (9m to 154m departures)

### b. increase in leisure time

^ leisure time = time where people are free from work

**— increased paid leave > more public holidays > shorter working weeks**

— eg. 2015 China, encouraged employers to give workers paid leaves = boost domestic tourism

### c. business innovations in tourism-related industries

^ business innovations = **provide value for money experiences**

— businesses provide **affordable travel options**

— eg. introduced tour packages = brought tourism to the masses

### d. lower transport costs

— international tourism = requires air transport - airplanes (has become increasingly affordable)

— using **fuel efficient planes** = reduce fuel costs = **flying to airports (cheaper fees)**

— eg. budget airlines = popular now = lower prices

— ^ travelling is affordable now = increase in tourism

### e. lower accommodation costs

— eg. AirBnB = has **range of prices = affordable**

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## 1.3 - Development of tourist destination regions over time

**Stages:**

1. Exploration
2. Involvement
3. Development
4. Consolidation
5. Stagnation
6. Decline
7. Rejuvenation

- a. tourist arrivals**
  - b. tourists contribution to local economy**
  - c. features of destination**
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#### 1. Exploration

- a. small number of tourists > irregular visits**
  - b. minimal contributions to local economy**
  - c. destinations = natural / cultural attractions & lack of facilities**
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#### 2. Involvement

- a. increase in tourist visits = due to more publicity (has peak / non-peak seasons now)**
  - b. local economy grows
  - c. destinations = rise in goods & services / facilities (cater to tourists) > amenities managed by local authority**
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#### 3. Development

- a. tourist arrivals increase rapidly**
  - b. tourism sector = employs many workers = contribute significantly to local economy
  - c. many attractions built > heavy advertising & attracted  
**> tourists attracted = foreign investors (in large/medium businesses)**
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#### 4. Consolidation

- a. tourists outnumber local population**
- b. tourism industry = continue to employ many workers (contributes significantly to economy)**

**c. majority of tourist facilities = owned by large multinational companies**

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#### 5. Stagnation

**a. arrivals have peaked = now declining (has exceeded country's carrying capacity = negative effects)**

b. contributions stagnate

c. unattractive destinations > old facilities (has no interesting point/value)

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#### 6. Decline

**a. arrivals decline significantly (if no steps are taken to revive the destination)**

b. contributions decline significantly

c. everything declines = closed local businesses = less \$ = facilities

deteriorate further

> does not occur to every destination

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#### 7. Rejuvenation

**a. destination is attractive again (re-branding of destination) > new investments develop**

b. contributions increase again

c. funding provided to develop area = build more attractive facilities / more advertising