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and John D. Smith**

Cambridge International AS and A Level

# **Travel and Tourism**

**Coursebook**

Second edition



**CAMBRIDGE**  
UNIVERSITY PRESS

CAMBRIDGE  
UNIVERSITY PRESS

University Printing House, Cambridge CB2 8BS, United Kingdom

One Liberty Plaza, 20th Floor, New York, ny 10006, USA

477 Williamstown Road, Port Melbourne, vic 3207, Australia

4843/24, 2nd Floor, Ansari Road, Daryaganj, Delhi – 110002, India

79 Anson Road, #06–04/06, Singapore 079906

Cambridge University Press is part of the University of Cambridge.

It furthers the University’s mission by disseminating knowledge in the pursuit of education, learning and research at the highest international levels of excellence.

Information on this title: [education.cambridge.org](http://education.cambridge.org)

© Cambridge University Press 2017

First published 2014

Second edition 2017

20 19 18 17 16 15 14 13 12 11 10 9 8 7 6 5 4 3 2 1

Printed in the United Kingdom by Latimer Trend

*A catalogue record for this publication is available from the British Library*

ISBN 978-1-316-60063-4 Paperback

Additional resources for this publication at [cambridge.org/9781316600634](http://cambridge.org/9781316600634)

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# Introduction

Travel and tourism is the world's largest service industry and in 2015 had a global economic contribution of US\$7.6 trillion. It is an exciting and dynamic industry responsible for one in every 12 jobs in the world. Tourism is also one of the fastest growing industries and is seen by many as the key to socio-economic progress.

Undoubtedly, travel and tourism can be susceptible to global influences, however its business volume exceeds many other established industries such as food and oil production. This trend feeds into the mind-set of governments and policy makers where travel and tourism is seen to produce economic and employment benefits. With many traditional industries in decline, travel and tourism can offer a diverse and sustainable option, perhaps one that can offer not only economic benefits but environmental and socio cultural ones too.

There are consistently popular tourism destinations in the world, such as France, USA and Italy; however, there are many emerging, less well-known destinations that are keen to benefit from the economic advantages of this massive industry. This Cambridge International AS and A Level Travel and Tourism coursebook has been designed and written to reflect the changes in the industry and cover the Cambridge International AS and A Level syllabus 9395 for first teaching from 2017.

## About the syllabus

Through the study of the syllabus learners will be able to develop:

- An understanding of the importance of the travel and tourism industry to host destinations, to communities, to the economy, globally, nationally and locally
- An understanding of the positive and negative impacts of travel and tourism and the importance of sustainability
- An appreciation of the importance of the customer in the travel and tourism industry
- An understanding of how the travel and tourism industry responds to change, including technological advances
- Their own values and attitudes in relation to travel and tourism industry issues
- Problem solving, decision making and communication skills.

- Appreciate the scale and importance of the travel and tourism industry
- Learn that the travel and tourism industry is dynamic in nature and how the industry responds to change, e.g. external factors such as changing consumer needs and expectations and developments in information technology
- Recognise the positive and negative impacts the industry may have on people, environments and economies.

The syllabus also allows learners to develop in four Assessment Objectives:

AO1 Knowledge and understanding

AO2 Application of knowledge and understanding

AO3 Analysis and research

AO4 Evaluation and decision-making

In a few places this coursebook refers to theories outside of the syllabus remit, but which are useful for enrichment purposes. These instances have been marked with a vertical coloured bar in the margin next to the relevant text.

## Key concepts

The key concepts on which this syllabus is built are set out below. These concepts can help learners to make links between topics and develop a deep overall understanding of the subject. The key concepts are:

### 1 Global and growing

The travel and tourism industry is a global industry. Changes in political and socio economic circumstances and technological developments contribute to the continuing growth of the travel and tourism industry and its importance to many national economies.

### 2 Change and development

A key feature of the industry is its dynamic nature. The only constant is change. Exciting new enterprises, products or services are often developed in response to economic, political, social or technological change.

### 3 Customer focus

Travel and tourism organisations provide products, services and facilities to meet customer's needs. In order

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for travel and tourism providers to be successful, they must adopt a strong customer focus. This means they must really understand who their customers are and how they can best meet their needs.

4 Sustainability and responsibility

The Travel and Tourism industry has close links to destinations and so has a vested interest in ensuring environmental and sociocultural impacts are managed. Responsible management means that any developments must maximise the positive, and minimise the negative impacts of tourism.

The syllabus covered in this coursebook, encourages learning in practical and technical skills, including industry complex situations and problems. The textbook can be used in conjunction with visits to appropriate travel and tourism organisations and destinations.

Emphasis is given to the use of realia. As a vocational subject area this is vital for allowing learners to see and use authentic industry material.

Key features of this book

- A key feature of this textbook is the inclusion of **case study materials**. The many references to the case studies, data and examples from countries all around the world supports practical and interactive learning styles.

- There is an **international perspective** which allows areas for discussion and links to tourism applications through the different activities provided in each chapter.
- **Learning objectives are identified** and clearly linked to content and concepts covered in each chapter.
- The **text is clearly laid out**, with easy to use sections.
- Emphasis is given to the use of current **realia**.
- The **Key concept approach** demonstrates the global nature and linking patterns of the travel and tourism industry. It allows for integration of thought processes and development of critical thinking.
- **Key terms** are given throughout each chapter to assist with understanding.
- A variety of **‘In-chapter’ activities** are supplied to offer opportunity to practice applying what is being learned, using evidence and data taken from current real life situations.
- **Examination-style questions** with expected answers are provided to test the skills, knowledge and understanding of the syllabus.
- Opportunity for learners to **develop their higher order skills** in application through analysis, evaluation and assessment techniques.
- **Resource links** to current industry providers.

Sue Stewart, 2016.

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## Supplementary Case Studies

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# How to use this book

***In this section of the syllabus you will learn about:***

- the nature of travel and tourism, including the main types of tourism, types of destination, the main reasons why people travel and characteristics of the industry
- the scale of the travel and tourism industry
- factors affecting tourism
- the structure of the travel and tourism industry
- the subsectors of the industry.



**KEY TERMS**

**Destination:** any geographical area consisting of all the services and infrastructure necessary to support tourism i.e. the basic physical and organisational structures and facilities (e.g. buildings, roads, power supplies).

**Key terms**

Clear and straightforward explanations are provided for the most important words in each topic.

- Drive to maturity: growth should be self-sustaining, having spread to all parts of the country, and leading to an increase in the number and types of industry. During this stage more complex transport systems and manufacturing expand as transport develops, rapid urbanisation occurs, and traditional industries may decline. This has been the experience of many of the ‘Tiger’ and ‘BRIC’ economies with sustained GDP growth and rising per capita income levels.
- Age of mass consumption: rapid expansion of tertiary industries occurs alongside a decline in manufacturing. This is the situation in most MEDC nations where GDP levels are high but growth is slow. Per capita incomes are high and large sections of the population have significant levels of disposable income to consume a variety of goods and services.

**Enrichment/Extension material**

Theories outside of the syllabus remit.

**Learning Objectives**

Set the scene of each chapter, help with navigation through the book and give a reminder of what’s important about each topic.

**ACTIVITY 3**

Choose **two** different destinations. Research and compare the range of built and natural attractions offered in each destination. Which destination would you recommend to a leisure visitor? Give reasons for your recommendation.

**Activities**

Chapter activities offering students the opportunity to practice applied learning using varied evidence, data and situations.

**Key Concept**

Indicate to students and teachers where specific areas of the text meet the key concepts of the syllabus.



**KEY CONCEPTS**

**Change and development**

The Rostow Model epitomises the concept of change and development within destinations. It maps out how a destination evolves over time, linked to economic development.

Pollution

**Haze affecting Thai tourism industry – October 2015**  
After engulfing Singapore, and parts of Malaysia and Indonesia, thick haze is also causing severe pollution in southern Thailand, and impacting the nation’s crucial tourism sector. Caused by forest fires in Indonesia, the thick smog, which has already shrouded parts of Malaysia and Singapore for two months, has also reached hazardous levels in the five southern Thai provinces of Songkhla, Satun, Pattani, Surat Thani and Yala, making the areas dark and foggy. In fact, the pollution index recently hit a record-high reading of 365 in Thailand. (A reading of 101–200 is unhealthy; 201–300 is very unhealthy and above 300 is hazardous.) The next provinces up the peninsula, Narathiwat, Phuket and Phangnga, have dust levels within acceptable margins, but are coming close to the limit. As a result, the tourism industry is starting to feel the impact of the prolonged haze as Phuket and Surat Thani boast pristine tropical beaches which are popular among tourists. December is a crucial peak season for the Thai tourism industry, and if the haze continues during November, it could affect tourism bookings as tourists try to avoid the haze-affected tourism destinations in Southeast Asia. In fact, some tour operators have already complained about several flights packed with tourists being delayed or diverted due to unsafe conditions, as well as about holiday plans being cancelled. Tourism is a crucial part of the Thai economy, contributing around 10% of GDP, taking into account output and employment multiplier effects throughout the economy. And with the Thai economy already weak due to the impact of political turmoil during 2014, the haze conditions could further damage the tourism sector.

CASE STUDY 3

Exam-style questions

- Question 1**
- a Explain, using examples, the difference between mass tourism and specialised tourism. **[4 marks]**
  - b Analyse the relationship between the reasons why people travel and the types of destinations they visit. **[6 marks]**
  - c Evaluate why LEDCs often find it difficult to attract tourists. **[9 marks]**

**Question 2**

The Seychelles islands are becoming an increasingly popular tourist destination after a 15% increase in arrivals was recorded between January and April 2015, when compared with the same period the previous year.

During 2014, the number of visitors who came to the Indian Ocean archipelago of 115 islands were almost the same compared with 2013, recording only a 1% increase. However, 2015 seems likely to have been a good year for the Seychelles tourism industry.

According to the National Bureau of Statistics (NBS), the months of March and April of 2015 recorded the highest number of visitors since January 2009 with 25 129 and 25 038 visitor arrivals respectively; a very promising figure for the small island state with a population of 90 000.

Tourism is the main pillar of the Seychelles economy. The island nation, which is situated in the Indian Ocean, east of the African Coast and northeast of Madagascar, is known for its white-sand beaches, turquoise sea water and its unique, well-preserved environment.

<http://www.seychellesnewsagency.com>

Refer to the information about tourism in the Seychelles.

- a Describe **two** reasons for the appeal of the Seychelles as a destination. **[4 marks]**
- b Analyse the data relating to tourist arrivals for the Seychelles and explain why these figures are important for the destination. **[6 marks]**
- c Discuss how ecological factors such as climate change might affect the future of tourism for an island destination such as the Seychelles. **[9 marks]**

Exam-style questions

Final questions to test student skills and their comprehension of the syllabus.

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Case Studies

Real life examples and data from the tourism industry around the world to support students with practical and interactive learning.

Summary

To review what the student will have learnt in the chapter.

Summary

We have seen how all aspects of the travel and tourism industry overlap and interrelate in creating the overall visitor experience. The component subsectors all depend on each other. All component subsectors will have some form of relationship with most of the other destination features. For example, the development of a new tourist attraction at a destination will have an effect on transport, the demand for accommodation and catering facilities, tour operators may want to organise tours to the new attraction and the local or regional tourism board will help to promote it.

- For this section, you should be able to:
- give relevant examples of the current structure of the industry
  - explain key organisations that make up the structure and their products, services, values and objectives
  - analyse information and data relating to the structure of travel and tourism
  - make appropriate judgements about the relationships between organisations within the industry.