Personal Connections- Tourism Activity

Using pages 334-335 of your text and the websites below:

<http://www2.unwto.org/content/why-tourism> and <http://media.unwto.org/content/infographics>

World Tourism Organisation –Tourism statistics

1. What is tourism?
2. Why is tourism important?
3. Why is global tourism on the rise? 4 points page 334.
4. What type of tourist are you? Make a sketch of yourself using the one on page 337 as a model.
5. Record 3 statistics from Figure 4-about “Why tourism matters” – page 335 .
6. What are the top five global tourist destinations? Use Figure 2 on page 338 to help you.
7. Create two mind maps on the positive and negative impacts of tourism. Use pages 345 and 346 of your textbook to help you.
8. You have been asked to prepare a campaign to increase the number of tourists coming to the Bega valley/ Sapphire Coast. Work with a partner and come up with a pitch to attract more tourists. You can do this as a short PowerPoint with no more than 5 slides. Think about focusing on natural beauty, fishing, surfing, golf or another area that might get more people to visit the Sapphire Coast.

Plan your slides here before you start.