

Candidate 3 Marks---39

Agadir---Resort Sydney—City/Bay

AO1

Good map coverage and appropriate descriptions. Internal maps are evidence within the body of the text for AO2

12 marks

AO2/AO3

Covers appeal with some opinion. Considered customer types. There is some analysis and comparison. But appeal/features could have been further developed in terms of for example cultural historical interest for Agadir and adventure tourism for Sydney.

9 marks

Good bibliography and some analysis

10 marks

AO4

Some statistical evidence and some consideration of popularity but socio-cultural and economic impact could have been further developed.

8 marks



<http://geology.com>

Agadir

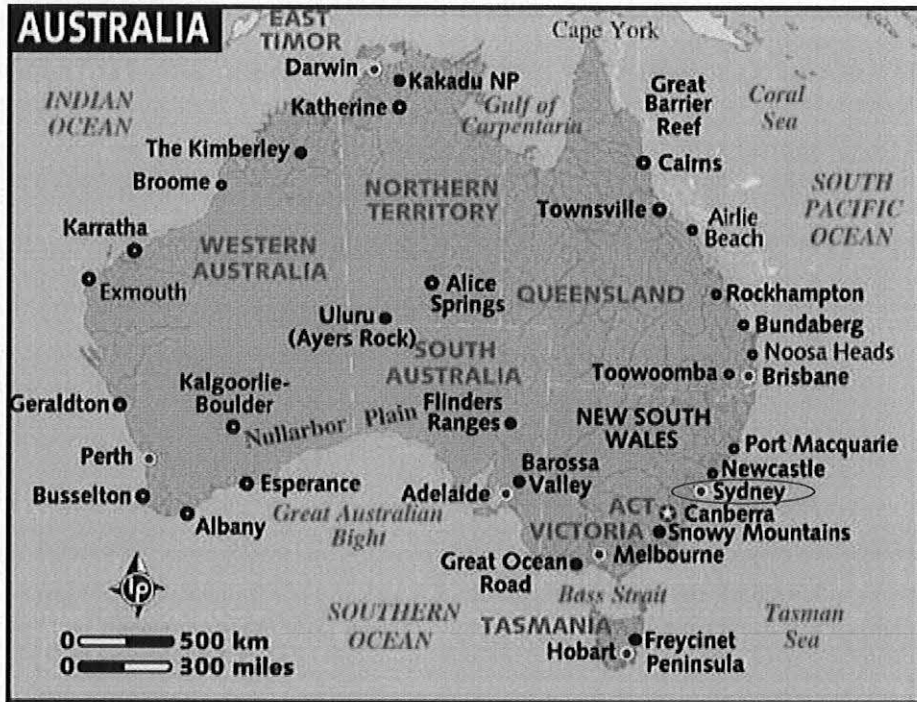
Sydney

This map shows my two chosen destinations: Agadir which is in Morocco in the continent of Africa, and Sydney which is in Australia. Agadir is a city in Morocco which is in the northern hemisphere therefore the seasons are similar to the UK; December, January, February is winter however, because Morocco is near the equator, the winter there is fairly hot. Agadir is my short haul destination as it takes just under 4 hours to get there by air. Agadir is located within the longitude and latitude of  $9^{\circ}55'W$ ,  $30^{\circ}28'N$ . The time zone for Morocco is an hour back from the UK.

Sydney is a city which is located in the south east of Australia which is on the southern hemisphere therefore the seasons are directly intact to Morocco. It is my chosen destination for my long haul destination as it takes around 20 hours with a stop from the United Kingdom. Sydney is located within the longitude and latitude of  $151^{\circ}10'E$ ,  $33^{\circ}53'S$ . the time zone for Sydney is 9 hours ahead from the UK.

<http://www.mapsofworld.com>

Not.

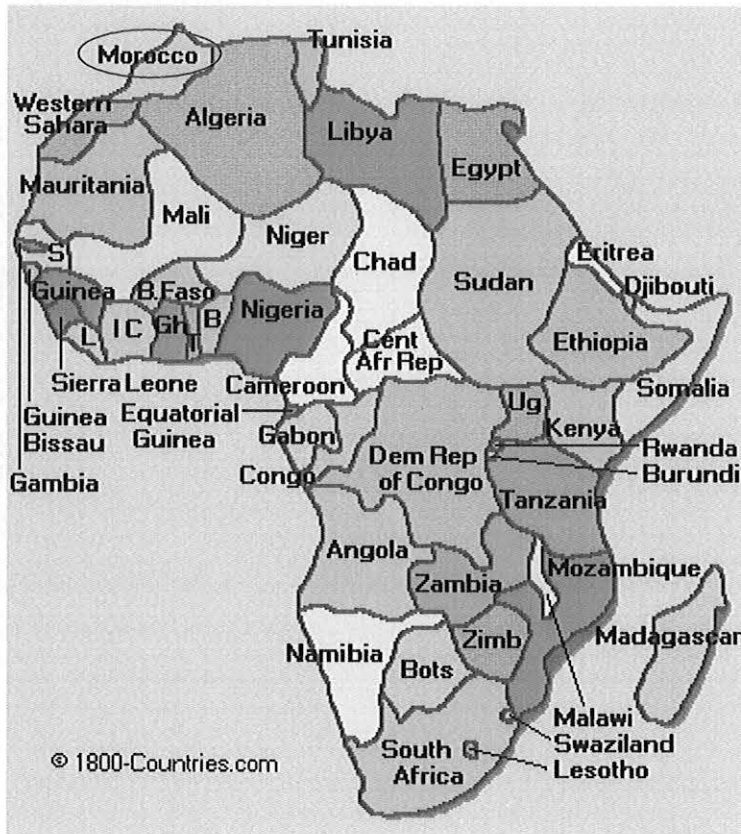


<http://www.lonelyplanet.com>

The map above shows the continent of Australia which is in the southern hemisphere. Australia itself is one of the continents; however it is one of the smallest continents. It shows the cities which are situated within the continent like Melbourne, Brisbane and Sydney. Above I have marked where Sydney is in Australia. Sydney is located in New South Wales on Australia's south east coast of Tasman Sea. The three largest cities of New South Wales are Sydney, which is the capital of New South Wales, Newcastle and Wollongong. As Australia's most populous state, New South Wales is home to a number of cultural institutions of importance to the nation. The size of New South Wales is 809,444 km<sup>2</sup> and the population of New South Wales is approximately 7,099,700. With the exception of the North West of New South Wales, much of the state enjoys a fairly even temperature.

AP1.

<http://www.breakloose.com>

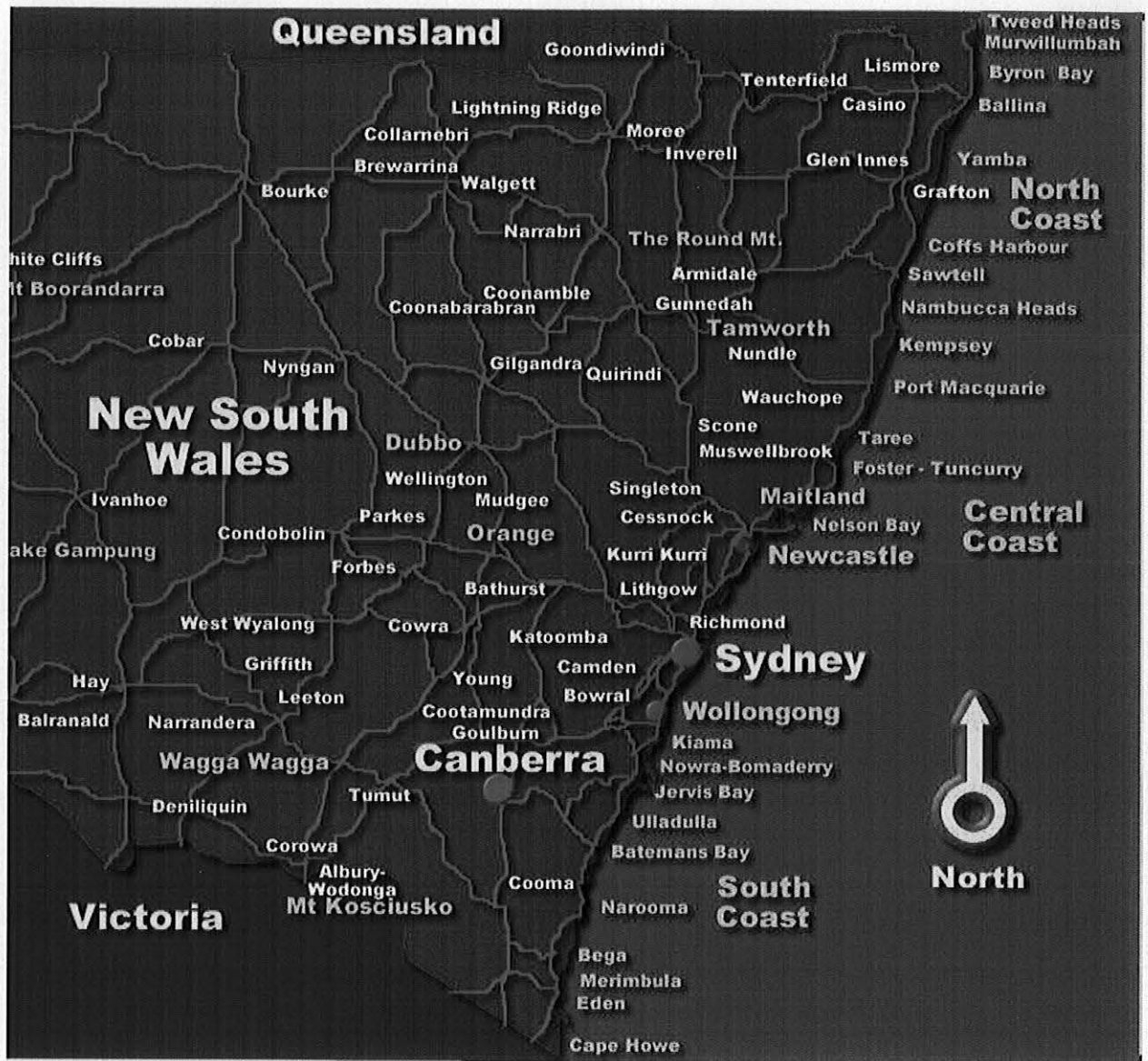


This map shows the continent of Africa. I have highlighted the destination I am going to study which is Morocco. Morocco is in the far North of Africa which has a coast on the Atlantic Ocean. It has a population of approximately 32 million and an area of 710,850 km<sup>2</sup>. The official language of Morocco is Arabic.

A1.

<http://www.travelnotes.org>





<http://www.sydney-australia.biz>

Sydney is located on Australia's south east coast of the Tasman Sea in the region of New South Wales.



<http://www.world-guides.com>

The population of Sydney is approximately 4,504,469. The size of Sydney is 12144.6 km<sup>2</sup> which makes it the largest and most populous city in Australia and also the state capital of New South Wales. Also, Sydney Airport is located in the suburbs of Mascot in Sydney, New South Wales, Australia.



B1

<http://cheapolidaysmorocco.com>

Morocco is a country which is located in the far North of Africa. It has a population of nearly 32 million and an area of 710,850 km<sup>2</sup>. Morocco is bordered by Spain to the north and also has a coast on the Atlantic Ocean. Agadir is in the Sous-Massa-Dra economic region. The nearest airport to Agadir is Al Massira Airport, located 22 kilometers from the city.

#### Accessibility

There are various ways of transport to get to Sydney; however, the most suitable way is by air. Located on the northern shoreline, Sydney Airport is Australia's leading gateway with over 23.2 million passengers per year, arriving on flights from 48 international, domestic and regional airlines. From London, United Kingdom, it takes approximately 20 hours and 10 minutes to get to Sydney by air.

During the travel to Sydney, there is usually a stop to LA. By getting to the city from the airport is fairly accessible as the city rail operates every eight minutes to and from the Central Station daily. There are also taxis that operate from the airport which would be suitable for people that have come for business meetings as this would be a fairly quick option of travelling, however, if staying in Sydney for a long period of time, using taxis would be quite expensive.

Another way of getting to Sydney is by water. Passenger services dock at Darling Harbour Passenger Terminal is located just minutes from the city centre. However, services to Australia by water are limited. There are frequent bus and City Rail connections from the Darling Harbour which would be suitable for visitors going in large groups. Train is another popular mode of transport. The city is thoroughly connected to neighbouring regions and the major cities. Country link operates trains from 334 destinations to the city that include New South Wales, Australian Capital Territory, Queensland and Victoria. The most important railway station in the city is the Central Station of Sydney.

Also, the road network in Australia is also another method of using transport as Sydney is well connected to the rest of the region as well as the country. There are also several companies that operate buses from different regions of the country and in addition, there are also car rental companies that offer cars for hire.

Agadir has very limited methods of transport. One way of getting to Agadir is by air. Al.Massira airport, located in Agadir, offers a wide range of flights, mainly to and from Europe and other Moroccan countries. From the United Kingdom, it usually takes approx 3 hours to get to Agadir directly.



Nevertheless, Agadir has no train connections therefore tourists can not get there by train. In addition, although Agadir is located along the coast, there are no scheduled passenger services by boat.

Another method is to travel to Agadir by car via the coastal route that runs south from Casablanca to the Western Sahara. There are also good connections by paved roads inland towards Taroudannt and Marrakech. Buses are another common method of transport used in Agadir. CTM agency runs buses to Casablanca which is 9 hours from Agadir and Rabat which is 10 hours away. It also has buses to Marrakech and Essaouira, both 4 hours journey. SATAS also has buses going south towards Western Sahara.

By air is the most sufficient and quickest way to get to Agadir for tourists who are coming from other parts of the world as there is no other way to get to Agadir.

Getting around in Agadir by car is quite adequate. Car rental is also an option, from about €28 per day for the cheapest car with air conditioning. Buses and taxis are also used in Agadir. There are two bus companies available in Agadir, RATAG and ZETRAP, which take people to different places in the city.

Another way of getting around Agadir is by bike. There are a few bike rental places within Agadir; however parts of the city would be very hard to climb on bike as it is built on hill.

### Climate

Sydney has a temperate climate with warm summers and mild winters. Rainfall is spread throughout the year. The warmest month recorded in Sydney is January. Averages of 14.6 days a year have temperature of more than 30°C. In winter, temperatures rarely drop below 5 °C in coastal areas. The coldest month is July, with an average range of 8.0–16.2 °C. The best time for tourists who like to enjoy beachside outdoor lifestyle would be December to February as it is summer in Sydney. March to May is a good time for visiting attractions, going to the zoo and catching ferries around the harbour as although it is winter, it is still warm with mild nights. Spring days, between September and November are great for exploring Sydney's attractions, bushwalking, cycling and the outdoors.

Located along the Atlantic Ocean, Agadir has a very temperate climate. The daytime temperature generally stays in the 20°C every day, with the winter highs typically reaching 20.7°C in December/January. Depending on the year, the rain can be very heavy and cause floods. The few days of rain extend from November to March. In Agadir, the seasons are the same as the United Kingdom, with summer during June to August; therefore it is the best time to go for tourists.

### Accommodation

Sydney has a variety of different types of accommodation suitable for people on business trips, families, couples and many more customer



✓  
types from backpackers hotels to five star hotels with harbor and Opera House views.

There are approximately 353 hotels located in Sydney ranging from bronze rating to platinum.

Quality Hotel Cambridge is a hotel centrally situated with Oxford Street in Sydney which is suitable for couples who enjoy shopping and entertainment districts. It is rated a bronze+ hotel which is quite cheap for couples who are just visiting Sydney for a short break. Beneath is a review from a couple that stayed in Quality Hotel Cambridge:

"The service was wonderful from all members of staff & the room was excellent and very clean which included a balcony. The food in the restaurant was very good and at the right price."

<http://www.tripadvisor.co.uk>

Another hotel, Grand Mercure Apartments One is located in Darling Harbour, close to Star City Casino and the Sydney Aquarium. It is an ideal choice for corporate travellers, vacationing couples and families.

"Excellent access from airport/to city. Perfect location for sight-seeing - everything is either within walking distance/on monorail/short cab to Circular Quay. Well-equipped apartment - economical grocery literally under the building. Amazing views from balcony - either Pyrmont or Darling Harbour side. Staff could not have been more accommodating - storing bags; finding lost items; getting cabs, etc."

<http://www.tripadvisor.co.uk>



This is Grand Mercure Apartment which overlooks the harbour, the roofs of the city and the western part of Sydney

Above is a review from a family travelling with teenagers who stayed at the Grand Mercure Apartments One. The hotel has features which consist of indoor heated lap pool, gym, spa and sauna which are all convenient for families travelling with teenagers. This hotel has been rated silver and the average cost for one person per night starts from only £44.

The Westin Sydney Hotel is a deluxe five star hotel which is located in the financial epicentre of Sydney which makes it a logical choice for

business travellers. It has been recently named the winner of the Bentley Award for Outstanding Hotel Service in 2009. It has facilities which will be appropriate for business trips such as three telephone lines and Internet connection. The Westin Sydney Hotel has business and conference centre which has seven meeting rooms, with an atrium area filled with prestige shops and first-class eating places. Underneath is a review from a business traveller who stayed in Westin Sydney Hotel.

"Westin seems to go the extra mile in luxury appointments and service. The hotel is part of the refurbished original Sydney post office, although the part we stayed in was the new tower. On slight downside was that the restaurants and cafe's seem to be franchises not owned by the hotel and do not share accounts to the room. If this was made clear in the first place it would save some confusion."  
<http://www.tripadvisor.co.uk>

A2.

Surfside Coogee Beach is located directly opposite Coogee Beach. It is a hostel which is convenient for backpackers as it is cheap. Travel staff of Surfside Coogee Beach can arrange travel and tours, bus passes and packages for destinations in Australia which will be suitable for backpackers as it will be within their budget.

The Maze, another one of Sydney's hostels, is located within walking distance of all the major attractions in central Sydney. It is also very near to the bus and train station which is suitable, once again, for backpackers who are staying for maybe one or two nights on minimum budget. Rooms in The Maze start from \$21 which is also convenient for backpackers. One of the reviews is stated underneath.

"I stayed at the MAZE twice in 2 weeks and both times I was very impressed with the hostel. Great price, great staff and very good location." <http://www.hostels.com/>

There are a number of apartments in Sydney suitable for mainly families with teenagers but also people going in large groups. One apartment that is suitable for families with teenagers is Hyde Park Plaza. Hyde Park Plaza is located right beside Hyde Park. It is also near to the cafes, boutiques and nightlife. There are some facilities which will suit the teenagers like a roof-top swimming pool, sauna, spa and gym. A family with teenagers that stayed at Hyde Park Plaza said:

"We have just returned from a 5 day holiday in Sydney, and booked our apartment at the Oaks Hyde Park Plaza through George - <http://www.sydney-vacation-rental.com/> The apartments is privately owned and had everything we needed to make our holiday a wonderful experience!! The apartment was well appointed; fully self contained and very clean. The location is perfect; you are within walking distance to all the city attractions and right across the road from public

transport if needed.

I would highly recommend this apartment to anyone that is considering a holiday/trip to Sydney - and the rates are very reasonable too!" <http://www.tripadvisor.co.uk>

Sydney has a choice of different types of accommodation suitable for many customer types. There are all at different expenses which will suit all types of customer's; families travelling with teenagers, couples, business travellers, backpackers, etc.

In Agadir, there are not as many places to stay as there are in Sydney. The reason being is that Agadir is smaller than Sydney.



This is the Marina Agadir apartment which is located yards from the beach. The apartment is built around a purpose-built marina and also high class shops ranging from Zara to individual exclusive outlets which would be most convenient for people travelling in large groups and also families travelling with teenagers, however, it is suitable for people with

ASZ

restricted mobility.

<http://www.holidaylettings.co.uk/agadir/>

Panoramic Sahara Villa is a new property which has just been completed in April 2010. This villa is ideal for families; however, it might be quite expensive. It has a huge communal pool which has a shallow end with Roman steps making it ideal for children, but also 20 x 10 meters more for the adults. The Panoramic Sahara Villa consists of 5 bedrooms and 4 bathrooms.

Timoulay Hotel and Spa is a four star rated hotel situated in the Palm Bay area which is not far from Agadir's famous sandy beach. It is listed one of the top hotels in Agadir. A couple who went on their honeymoon who stayed at Hotel Timoulay stated: "it really is a wonderful hotel. My wife and I wanted a week away to relax and unwind and this is the perfect place to do that. We were allocated our room and were delighted to find that, as we were on honeymoon, our room had been up graded to a suite. The staff was so friendly. Entertainment is ok, a couple of guys singing as well as some Moroccan dancer on other nights, but there are plenty of bars and Restaurants in Agadir to visit that are lively. The Timoulay is a little

way out from the main areas. This has to be one of the cleanest hotels I have stayed in. Overall this is a lovely, relaxing hotel, which is intimate, clean and friendly."

<http://www.expedia.co.uk>

Although people who are travelling to Agadir have a very limited choice of accommodation, it is fairly cheap which is convenient for all customer types.

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## Attractions

Situated on Sydney Harbour at Bennelong Point, The Sydney Opera House is considered to be one of the wonders of the modern world. It is one of Sydney's most popular icons which is suitable for all customer types but mainly for travellers who are on a cultural trip as the Opera House stands in awe of the cultural centre of Sydney. Tourists can take a one or two hour tour where they can see the history, architecture and the unseen workings of the Opera House.

Another attraction that Sydney has is The Royal Botanic Gardens, which is a short walk from the Opera House. The gardens have more than one million specimens and there is also a hop-on hop-off 'train' for the less energetic. The gardens are a place to escape the noise of the city and are situated close to some of the major city hotels around Hyde Park. Some of the services that are provided are free guided walks, education service, trackless train tour and also wheelchair hire.

In addition, Sydney has a range of food from Chinese to Malaysian which is convenient for travellers, mainly 55+ and cultural tourists, who like to experience different food and a new way of life.

Bondi beach is a thriving cosmopolitan centre for tourists who like sun, surf and fun. There is a selection of restaurants to suit any culinary fancy and there are also shops, hotels and tourist outlets across the beach. The beach would be most convenient for families with teenagers as parents could go for a walk to the shops and tourist outlets whilst the teenagers sunbathe or surf across the clear blue water.

ASZ

<http://www.worldexecutive.com>

Another famous attraction in Sydney is Australia's busiest retail strip, the city's retail core, Pitt Street Mall. Tourists who love shopping can browse among 600 stores that feature some Australian designers and international labels such as Armani, Versace and Louis Vuitton.

<http://www.cvent.com>

Furthermore, the Taronga Zoo is the nation's leading zoological garden, featuring Australia's finest collection of native animals and a diverse collection of exotic species which would be perfect for families travelling with young kids. Taronga Zoo is located along the waterfront, in one of the most beautiful vantage points on Sydney Harbour overlooking the Harbour Bridge and the Opera House.

<http://www.sydney.com.au/sights.htm>

There are various events, and festivals that are on all year round in Sydney. One of festivals that is one of Sydney's largest and longest running free community festivals is the Newtown Festival. There are more than 280 stalls that showcase artwork and hand crafted fashions, as well as unique gifts and crafts from around the globe. Also, three entertainment stages with live bands, acoustic and world music featured through the day. Kids will love the activities and interactive workshops, amusement rides, puppet shows and amazing line-up of kid's entertainment. Travellers who enjoy shopping could spend an entire day browsing the fascinating array of stalls, from vintage fashion, local art, or fair trade products.

Sydney is a great destination for sports. Some sporting events include the spring and autumn horse race carnivals, Rugby and A League football season. Also, the Sydney Marathon, City to Surf running race and Test Cricket matches during summer are also very popular. Tourists who have a passion for sport would have a great time at Sydney as there are various sporting events mostly all year round.

The Old Kasbah of Agadir is one of the few remaining sights of the old Agadir to have survived the destruction of the 1960's earthquake. The Kasbah is historic and has been a milestone attraction for many years. Tourists who have already visited the Kasbah have said that without seeing the Kasbah, your trip to Agadir remains incomplete. This historic fortification is on a hilltop, which looms up over the city and gives a splendid view of Agadir. The Kasbah would be the perfect place for couples who are visiting Agadir and like to take a stroll out in the evening as the entire place is lit up at night which makes it look prettier at nightfall. Couples can visit the Kasbah by taking a taxi from the city and whilst at the Kasbah they could also enjoy camel rides.  
<http://www.morocco-holidays-guide.co.uk>

As the most popular resort in Morocco, Agadir's life revolves around its beautiful beaches and sports. The city authorities keep it clean and safe for sunbathers to relax in peace. As well as cafes and stalls to visit, there is plenty of fun stuff on offer including jet ski's, quad bikes, horse and camel rides and tourist trains. Despite all this, the ocean has a very strong Atlantic undercurrent which is not suitable for children and can make ocean swimming dangerous.  
<http://www.worldtravelguide.net/morocco>

Festivals are held throughout the year in Agadir. Though the festival is commonly known as the Honey Festival, its actual name is Imouzer of Ida Ou Tanane. The festival takes place in the early part of May. Tourists who are interested in the cultural and historic traditions would be intrigued by the Honey festival as Argana, the location of the Honey festival, is acknowledged as having the largest collection of beehive in the world. Also because of its construction, history and the

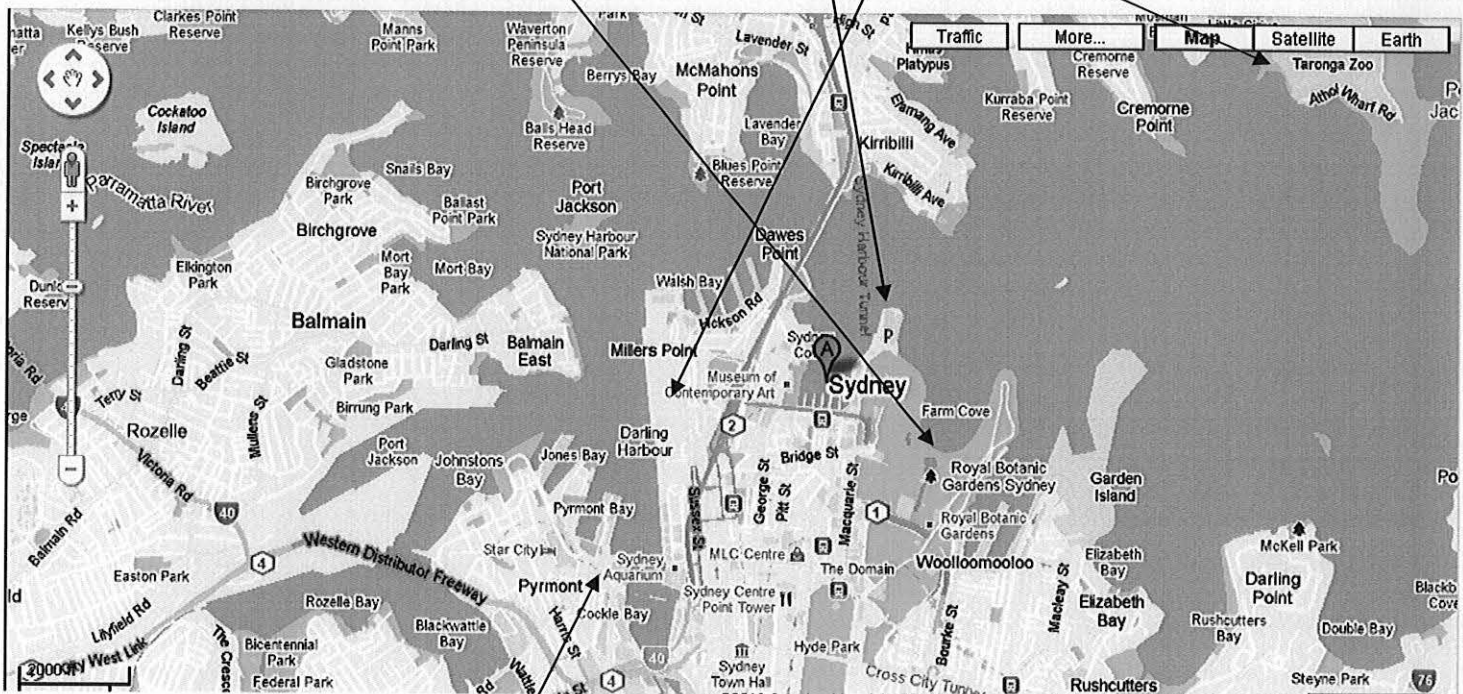
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way the tasks are carried on makes Argana hold a unique place in the world history.

### Internal Maps

Below is an internal map of Sydney. As you can see, Darling Harbour, Royal Botanic Gardens and the Opera House are quite near to central Sydney and tourists can get there easily with the transport provided.

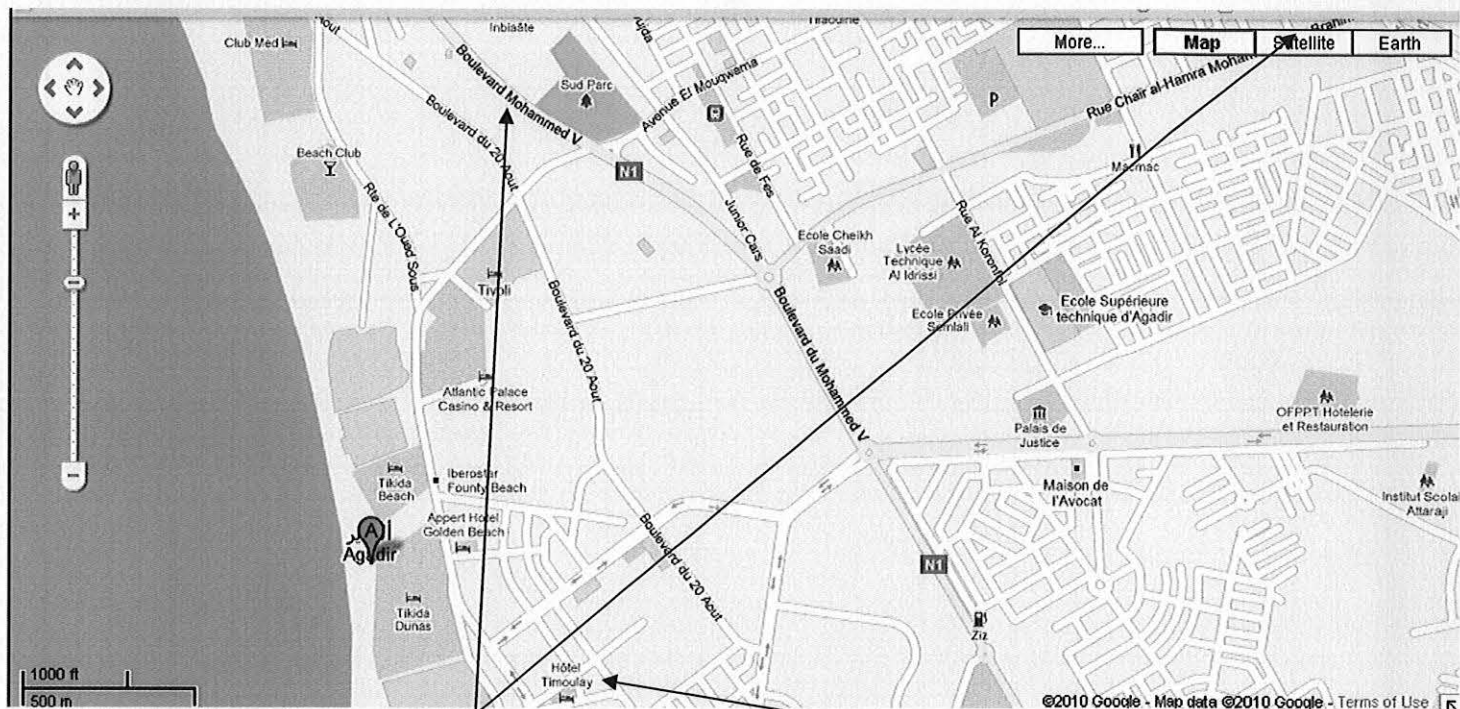
However, the Taronga Zoo is quite far from central Sydney. Most tourists who are staying in a hotel which is situated in central Sydney would find it hard as well as expensive to get to Taronga Zoo. Also there are various hotels which are situated within Sydney and are all close to each other which would be an advantage for business people as it would be quick and easy for them to travel everywhere.



The hotels in Sydney are relatively close to each other and are within bus distance of the city centre. Quality Cambridge Hotel, as you can see, is in walking distance of the Sydney Town Hall and is relatively close to Grand Mercure Apartments which is moderately close to Sydney Aquarium which would be good for families travelling with young kids who are staying in the Grand Mercure Apartments.

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Above is an internal map of Agadir. Hotel Timoulay is just a short walk from central Agadir. It would be a pleasant walk for couples who are visiting Agadir. Nevertheless, it would very difficult for tourists to visit the Old Kasbah as it is located just off the map above. As you can see the beach is exceptionally close to central Agadir and would be suitable for most customer types, especially families travelling with teenagers. There isn't much to do in Agadir because it is a resort so tourists would go for a leisure holiday rather than business. The Panoramic Sahara Villa is quite far from central Agadir, however, couples and families with teenagers who are living in Panoramic Sahara Villa could quite easily take a stroll down the beach to get to central Agadir. It would be quite hard for families who have young kids to travel that far on foot as the kids would get tired as it is quite a walk from Panoramic Sahara Villa to central Agadir.

#### Analysis of my two destinations

Sydney is a city in New South Wales, Australia. Because it is a city, well-known for the Sydney Opera House and surfing, the number of tourists that visit Sydney would be really high. Tourists would visit Sydney for business as well as leisure as Sydney is also a bay. Tourists from



Europe would visit Sydney for short breaks as it is closer to them and also business tourists who are going on conferences or meetings to Sydney; however, tourists who live in England and leisure tourists would stay for longer breaks as the two countries are very far from each other. A purpose as to why tourists would visit Sydney is the different types of events and festivals which take place within Sydney. Also, tourists can travel to Sydney to visit their family and friends who may be getting married or having a ceremony. Since, Sydney is in the southern hemisphere, tourists who are travel from the northern hemisphere would tend to go in the winter as it would be summer in Sydney. To travel to Sydney, tourists would need a valid passport and a visa, allowing them to travel to Australia for tourism for up to three months. Australian currency is the Australian dollar (AUD\$). It is quite easy to exchange money when tourists are in Sydney. Any bank in the city will change the currency into Australian dollars and can also exchange traveller's checks as well.

Although Agadir is a major city of Morocco, it is tiny compared to Sydney. Agadir is an important fishing and commercial port, the first sardine port in the world. It is also a seaside resort with a long sandy beach. Because of its large buildings, wide roads, modern hotels, and European-style cafés, Agadir is not a typical city of traditional Morocco, but it is a modern, busy and dynamic town. Agadir is also famous for its sea food and agriculture. Tourists who are visiting Agadir would go for about a week for leisure. It would be highly unlikely for business people to go to Agadir for conferences or meetings as Agadir is not the place, however there may be one or two occasions where meetings/conferences may have occurred. Most tourists would visit Agadir for a vacation of sun and sand. There aren't many cultural attractions besides the Old Kasbah therefore it Agadir would not be the ideal location for cultural tourists, nevertheless, people who like to try out different types of food, especially seafood, would find it a trip of a lifetime in Agadir. The currency in Agadir is Moroccan dirhams. Tourist's who visit Agadir from UK would find it fairly cheap as Moroccan dirhams are fairly weak compared to UK pounds.

## Bibliography

B3

Website	Why is it useful?
<a href="http://geology.com">http://geology.com</a>	This website was very useful as it gave me a clear visual map of the world.
<a href="http://www.mapsofworld.com">http://www.mapsofworld.com</a>	This website gave me all the information about Sydney's longitude and latitude which was very useful.
<a href="http://www.lonelyplanet.com">http://www.lonelyplanet.com</a>	I got the population and size of Sydney on this website which helped me in my coursework.
<a href="http://www.travelnotes.org">http://www.travelnotes.org</a>	On this website was a map of Africa which was very handy my short haul destination is in Afr
<a href="http://www.world-guides.com">http://www.world-guides.com</a>	I used this website as on the map it marked on clearly where Sydney Airport was which was very advantageous for me.
<a href="http://cheapholidaysmorocco.com">http://cheapholidaysmorocco.com</a>	This website showed me the map of Morocco which had Agadir and other places within Morocco like Marrakech and Rabat.
<a href="http://www.wikipedia.com">www.wikipedia.com</a>	Wikipedia was very useful for me as it gave me the information of the climate in both Sydney and Morocco.
<a href="http://www.tripadvisor.co.uk">http://www.tripadvisor.co.uk</a>	trip advisor came in handy for me when I was completing my accommodation as many people who have stayed in hotels in Sydney previously have wrote a review on how their stay was. Also, because there were numerous reviews I

	found it quite valid and therefore used it in my coursework.
<a href="http://www.hostels.com">http://www.hostels.com</a>	I got a review from a tourist who had stayed in a hostel in Sydney which was quite informative.
<a href="http://www.holidaylettings.co.uk/agadir">http://www.holidaylettings.co.uk/agadir</a>	There was an image of the Marina Agadir apartment and also some information on the apartment which was very useful when I was completing my accommodation for Agadir.
<a href="http://www.expedia.co.uk">http://www.expedia.co.uk</a>	This website was very useful as it gave me reviews of the people who had stayed in Hotel Timely.
<a href="http://www.cvent.com">http://www.cvent.com</a>	This website gave me all the information on what events and festivals that goes on throughout the year in Sydney.
<a href="http://www.worldexecutive.com">http://www.worldexecutive.com</a>	This website gave me all the information on the attractions that are in Sydney and also the currency of Sydney and Agadir which was very useful.
<a href="http://www.sydney.com.au/sights.htm">http://www.sydney.com.au/sights.htm</a>	This website gave me all the information I needed about the Taronga Zoo in Sydney.
<a href="http://www.morocco-holidays-guide.co.uk">http://www.morocco-holidays-guide.co.uk</a>	On this website was information about the Old Kasbah in Morocco which is a beautiful attraction of

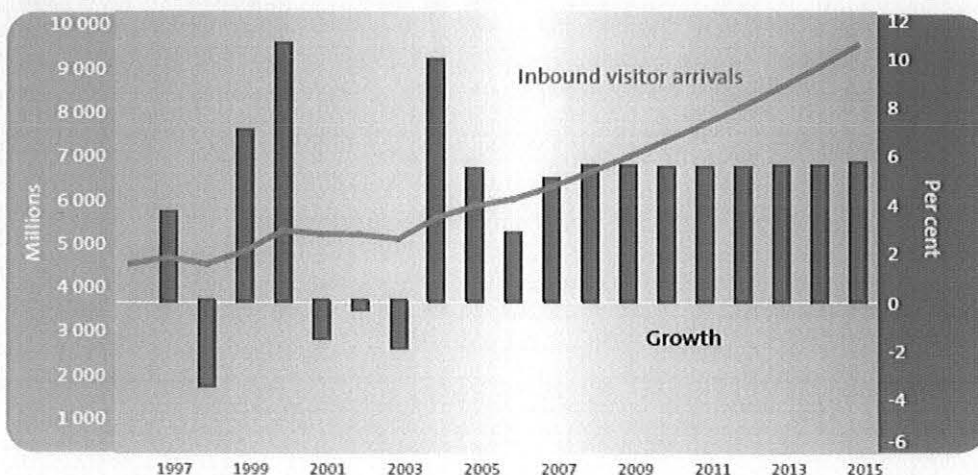
	Agadir.
<a href="http://www.worldtravelguide.net/morocco">http://www.worldtravelguide.net/morocco</a>	This website gave me information about Morocco's beaches and important advice about the Atlantic undercurrent.
<a href="http://www.google.com/maps">www.google.com/maps</a>	This website provided me of the internal maps of both my destinations.
World City Guide Book	This book helped me when I was completing my transport section of my coursework for Sydney as it gave me a rough idea of what access Sydney has in terms of transport. However, it did not have any information on Agadir therefore it was quite hard for me when I was completing my section on transport for Agadir.
Kuoni Brochure	This brochure was not very useful because it not provide me with the information I needed during the completion of my accommodation.
Hayes and Jarvis Brochure	This brochure had no information of Morocco in it although it said that there is a section on Africa in the brochure.



#### Activity four

Australia introduced a new national tourism action plan in 1998 when the overall loss of tourist arrivals was 3.5%. Its aim was to reduce impediments to industry growth and building the country's international competitiveness. Sydney is in the developmental stage in the Butler's Life Cycle as it is becoming established as a tourist destination with a defined market. As Sydney is becoming more popular and the infrastructure begins to take shape, more tour operators became interested and started organizing package holidays to Sydney. As Australia's largest city and the gateway for international tourists, Sydney is the capital of the Australian tourism industry. It is regularly among the top five destinations international residents want to visit and universally acknowledged as one of its most liveable cities. More than 20 million visitors from Australia and around the world travel to Sydney every year. Its recognition as the host city of the best Olympic Games. The Sydney Olympics which were held in 2000 was a major boost for the country's tourism. The Australian Bureau of Statistics (ABS) said 4.94 million people made short-term visits to Australia in 2000, up 11 percent or 480,000 people from the previous record in 1999. The increase was due mostly to a dramatic surge in tourist arrivals in the month of December, a rise of 23 percent on the same month in 1999. The ABS said it was the highest number of visitors to arrive in Australia in one month. They also improved access by sea and air by opening flights to other parts of Australia like Tasmania, Australia's island state. In the year ending March 2008, Sydney received 2.7 million international visitors. The city received 22.6 million domestic visitors and 2.7 million international visitors in year ending Dec 2009. In New South Wales, Sydney is the government body that is responsible for the all road development and maintenance issues. As the city develops its infrastructure and health and safety there is more chance of tourists appealing to visit Sydney as there will be no risk of diseases which will bring more money in for the city for further development which will then provide jobs for the residents living in Sydney which will bring in more tourists (multiplier effect). Below is a graph that was forecasted for the number of visitors and future expectations to Sydney, Australia between 1997 and 2015.

Figure 1 Inbound visitors



This graph shows that in 2000 the number of inbound visitors increased due to the Olympics which were held in Sydney. For the next 3 years there was a dip in the amount of inbound visitors that visited Sydney, maybe because the tickets were expensive therefore not many tourists decided to visit Sydney and preferred places where it was cheap and they could stay for a short break. Also in 2006 there was a decrease in inbound visitors to Sydney as the global economic growth was expected to moderate, interest rates and oil/petrol prices rose, increased competition and because businesses were limiting travel due to budget restrictions.

**Inbound travel to Australia, top 10 markets, year ending June 2010**

Country	TIEV <sup>1</sup>		Arrivals		Average TIEV <sup>1</sup>	
	YE Jun 10 (\$b)	Change (%)	YE Jun 10 ('000)	Change (%)	YE Jun 10 (\$)	Change (%)
United Kingdom	2.9	-8.1	653	-0.9	4,441	-7.2
China	2.8	18.3	394	10.0	7,205	7.6
New Zealand	1.9	-0.4	1,123	1.6	1,692	-1.9
USA	1.8	-6.0	489	8.2	3,690	-13.1
Japan	1.1	-18.1	364	-9.9	3,156	-9.1
South Korea	1.1	-5.9	196	1.5	5,365	-7.3
Singapore	1.0	7.0	290	4.2	3,408	2.7
Malaysia	0.9	5.8	214	9.8	4,206	-3.7
Germany	0.8	-10.6	163	2.6	4,940	-12.9
India	0.8	1.8	130	7.7	5,796	-5.5
<b>Total Inbound</b>	<b>23.1</b>	<b>-2.1</b>	<b>5,692</b>	<b>2.7</b>	<b>4,051</b>	<b>-4.7</b>

**SOURCES:** Australian Bureau of Statistics, *Overseas Arrivals and Departures, Australia* (ABS cat. no. 3401.0); Tourism Research Australia, *International Visitors in Australia - June 2010 Quarterly Results of the International Visitor Survey*.

**NOTE:** 1. Total Inbound economic value, a measure consistent with the ABS's Tourism Satellite Account consumption estimate.

This chart shows inbound travel of the top 10 markets, to Australia year ending June 2010.












5,692,000 visitors traveled to Australia in 2010 according to this graph. There were 1,123,000 people who visited Australia from New Zealand maybe because they wanted a short break or there were cheap flights to Sydney. From the UK, 653,000 people visited Australia. The main reason was

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because of the Cricket Ashes series. Australia attracted in 37,000 visitors from the UK due to the Cricket Ashes where some of the matches were held in Sydney.

### Sydney - Currency

100 Australia Dollars =

 AUD	 CAD	 CNY	 EUR	 JPY	 MXN	 RUB	 ZAR	 CHF
100	99.12	651.52	72.73	8131.61	1208.03	2952.31	706.97	93.29
 USD	 GBP							
99.01	62.42							

Above is the currency at the moment in Sydney. As you can see the UK Pound, US Dollars, Canadian Dollars and Switzerland Francs are quite strong compared to the Australian Dollar therefore residents living in

them countries would maybe visit Australia as it is fairly cheaper than where they live.

The current population in Sydney is 4,012,457 which is expected to grow to 4,294,325 by 2016. New South Wales have a 'Tourism Masterplan' for 2020 which involves 'all the NSW Government agencies working together to create the environment for business to deliver employment generation and sustainable development in the area of tourism.' In general, I think Sydney will become one of the top 5 tourist destinations by 2020.

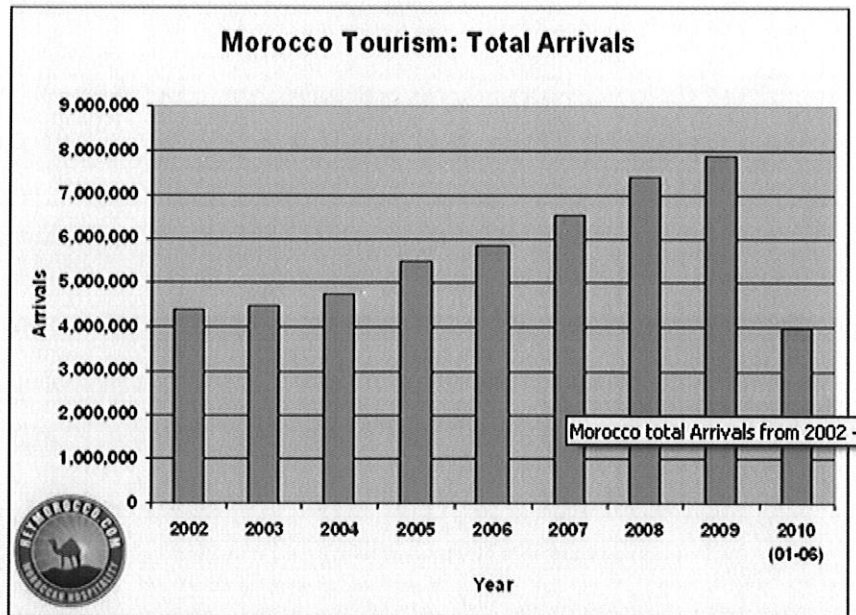
<http://corporate.tourism.nsw.gov.au/>

Since 2001, Morocco has seen an increase in visitor numbers of 3 million, with a further rise of 2.5 million forecast within the next 3 years. Annual tourism figures for Morocco leapt by 60%, from 4 million in 2003 to 6.5 million in 2006, and 7.5 million for 2007. This may be because over €10 billion was spent by the Moroccan Government on infrastructure and the tourism industry. Record-breaking numbers were announced by the Moroccan government in 2008 which indicated the country's long-term tourism strategy was paying off. Visitor numbers hit 7.4 million in 2007, a 13% increase since 2006 and the highest tourist tally in four decades. Provisional statistics also showed a jump of 12% in tourism revenues to 59 billion dirhams. Despite the economic downturn affecting tourism industry in 2009, the latest statistics showed that Morocco managed to resist the crisis. While tourism around the world declined on average by 4.3% last year (UNWTO), Morocco reported an increase of 6% in the number of arrivals at the border (+ 460,000 tourists) when compared to 2008.

I think Agadir itself is in the involvement stage of Morocco as visitor numbers are increasing and local businesses start to provide services. Also the local population have accepted the arrival of visitors and therefore Agadir is starting to grow, with locals actually becoming involved with promotional activities. Morocco however, is in the developmental stage of the Butler's Life Cycle as local suppliers and providers of tourism services and products are becoming increasingly involved in the developmental process which is beneficial for Agadir as more tourists will visit Morocco and will want to visit the attractions of Agadir: The Old Kasbah and the beaches which will help bring in more money for Agadir which can contribute towards developing the country into a safer and better tourist destination.

Below is a graph of the total arrivals in Morocco from 2002 to 2010. the graph shows there was a gradual increase in the number of arrivals from 2002 to 2009 where the number of tourist arrivals was at it's highest peak, however in 2010 there was a big decrease due to financial problems and the current recession.





31 projects for the extension and refurbishment of tourism facilities received the final agreement of the technical coordination committee of tourism projects, for a total investment amount of 561 million DH. This will bring in more people from around the world which will boost the tourist numbers back up.

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The tourism minister of Morocco said the 2020 plan will be based primarily on quality rather than quantity of services. If Morocco can provide better quality services then there will be an immense increase in the numbers of tourists that visit Morocco. I think Agadir will gradually become a tourist destination over the years and maybe in the next 10 to 20 years it will become more popular.

Beach  
Fishing  
Agadir