

Unit G722-Travel destinations

Commentary-Candidate 1 Mark -44

Hong Kong---City Andorra---Leisure /Ski Area

The work has been annotated by assessor. There is some comment made to highlight key points by assessor within the work. There is evidence of sourcing and referencing.

AO1

Maps are clear, sourced and annotated. There is a good and accurate description. There is some development in relation to distribution of some of the features of the destination and access. Hemisphere and time zone has been related to map description.

Mark 13

AO2

There is a detailed study of appeal linking features to customer interest. Both destinations have been fully considered. Work is set out in a logical and organised format. There is a need to develop information in terms of cultural features for Hong Kong and other activities against seasonality for Andorra. There is a review and clear analysis within the work and as a separate report. Customer types have been considered.

Mark 10

AO3

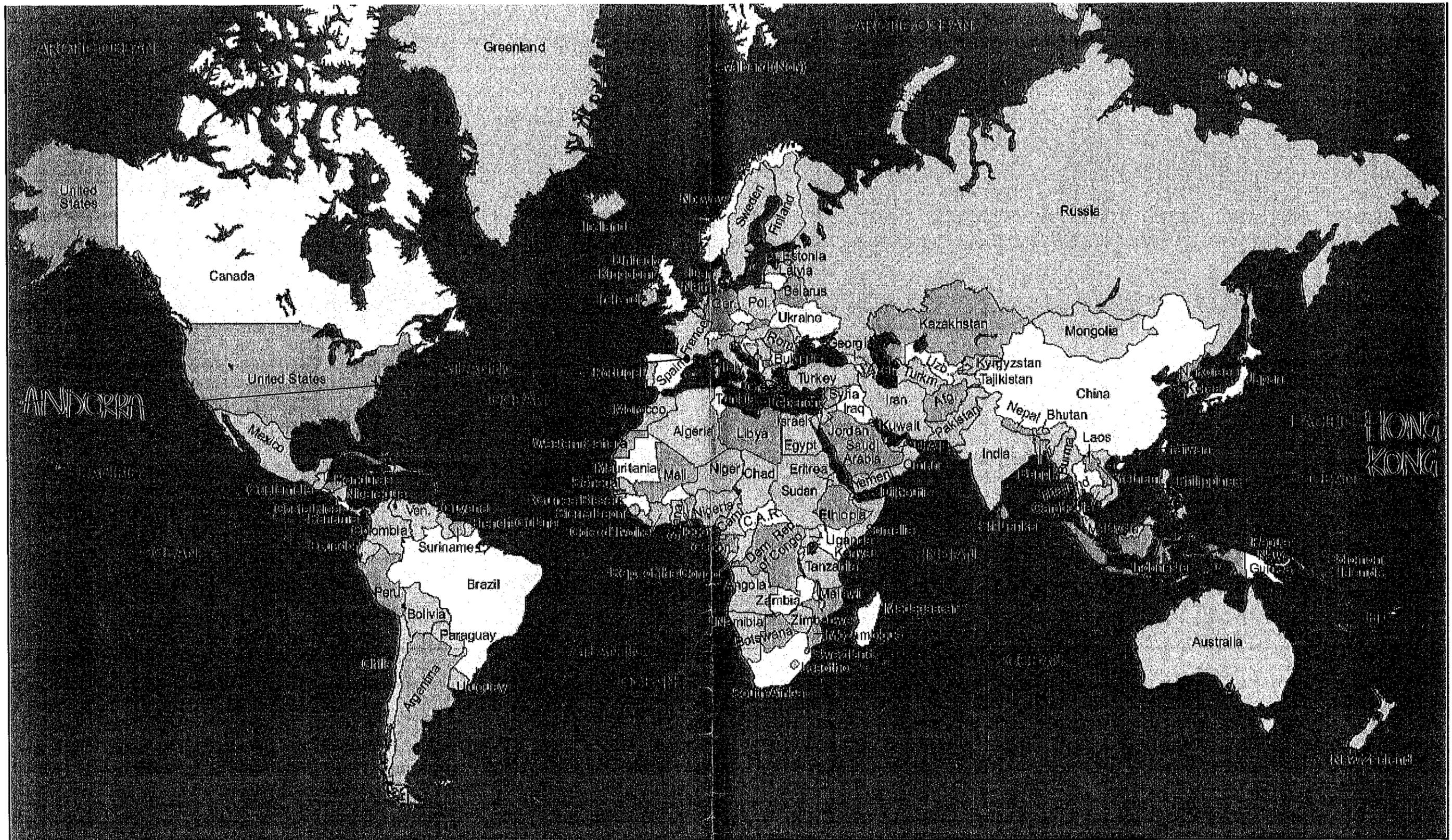
Sources have been well used. There is clear indication that the Candidate has understood and applied knowledge and understanding from research done. There is some analysis within the work. A bibliography has comment about usefulness. There is an analytical approach for all the AO2 and AO4.

Mark-12

AO4

There is use of statistics to identify trends and there is some analysis though this could be developed with more reasoning. There is some reference to current issues and effect on tourism to destination

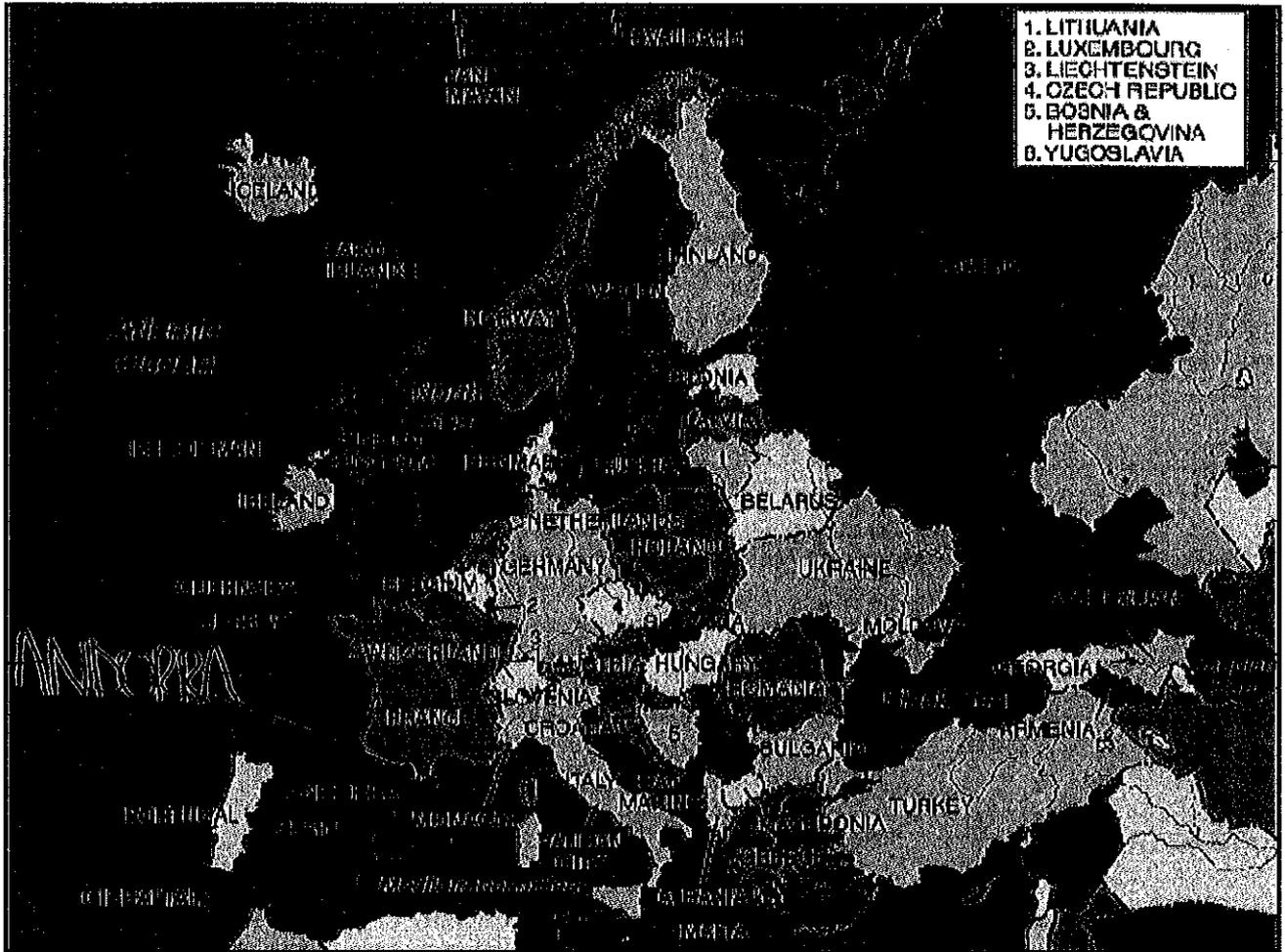
Mark--9



B1

[http://mapsof.net/uploads/static-maps/world\\_political\\_map.png](http://mapsof.net/uploads/static-maps/world_political_map.png)

The two locations that I have chosen are Andorra and Hong Kong. The short haul destination is Andorra as it is less than 4 hours from the UK. Hong Kong is therefore the long haul destination as the journey from the UK is more than 4 hours long. Both the areas are situated in the northern hemisphere. This means that the seasonality and its fluctuation is the same to that of the UK.



<http://www.greece-map.net/europe/europe-map.gif>

Sam

Andorra is situated in the South West of Europe. It is located in the east of the Pyrenees mountains. The country lies between Spain (south of Andorra) and France (north of Andorra). Thus meaning that the Andorra is surrounded completely by land. The country is also very small as it cannot even be seen in many maps. The latitude and longitude of Andorra is  $42^{\circ}\text{N}$  and  $1^{\circ} 30' \text{E}$ . Therefore the time zone of Andorra is  $\text{GMT}+2$  meaning that the time is one hour ahead of the UK.

Ap1



<http://www.hotels-europe.com/infocountries/andorra/andorra.jpg>

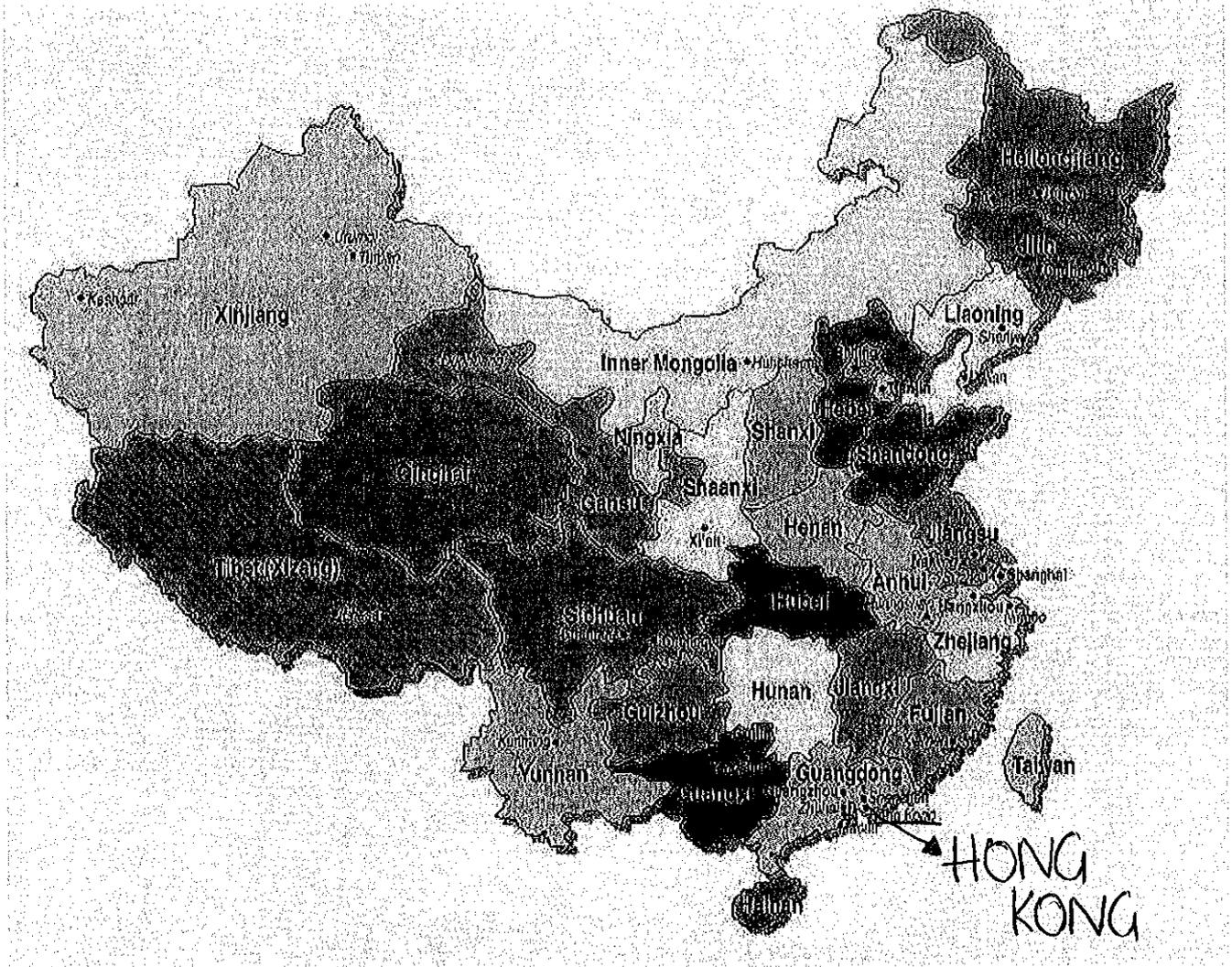
Andorra is a small country that is a very popular tourist destination. Due to its small size Andorra does not have any regions or provinces. The country occupies a small area of 181m<sup>2</sup>/468km<sup>2</sup> of land. Compared to other European countries, Andorra is merely a dot on the map. In many maps Andorra cannot even be seen. This tells me how small the country is. even though it is small getting to the country is not easy. The Pyrenees create mountainous land (with an average elevation of 1996 metres). This makes travelling more difficult. The country also has no ports or airports. The capital of Andorra is Andorra la Vella with many other smaller towns situated around the country.



As

<http://i.infoplease.com/images/mapasia.gif>

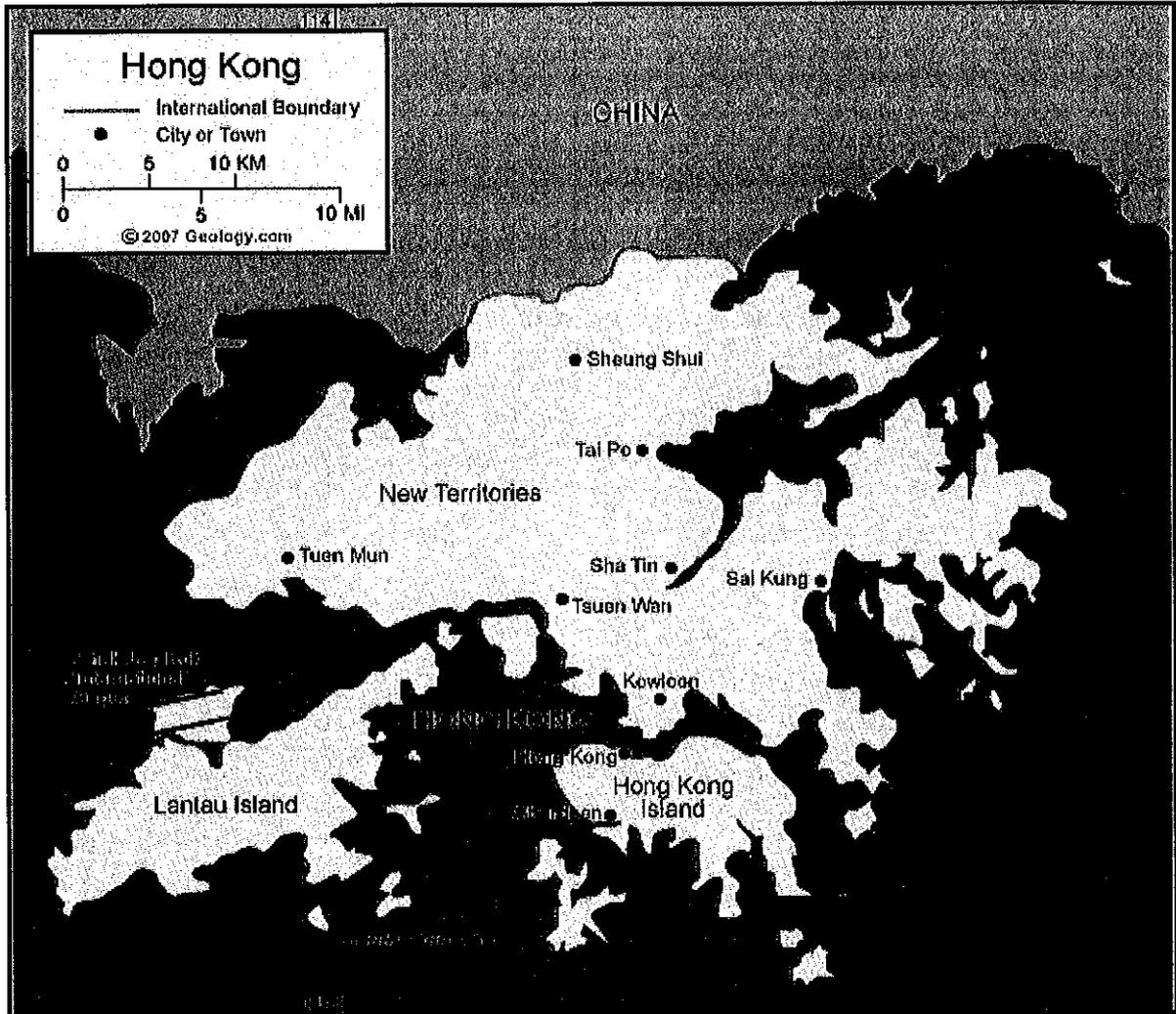
China is located in the east of Asia. Just some of the surrounding countries are Mongolia, Kazakhstan and Vietnam. Unlike Andorra, the entire east coast of China is not surrounded by land. Instead here lies the Pacific Ocean. The country covers 9.6 million sq kilometres and is the second largest country in the world by land area. This tells me that the country is very large, much more bigger than most of the countries in Asia. The latitude and longitude of China is  $35^{\circ} 0' 0''$  N /  $105^{\circ} 0' 0''$  E. The time zone of the country is GMT+8 and is therefore 7 hours ahead of the UK.



Ad

<http://www.chinapage.com/map/province-english.jpg>

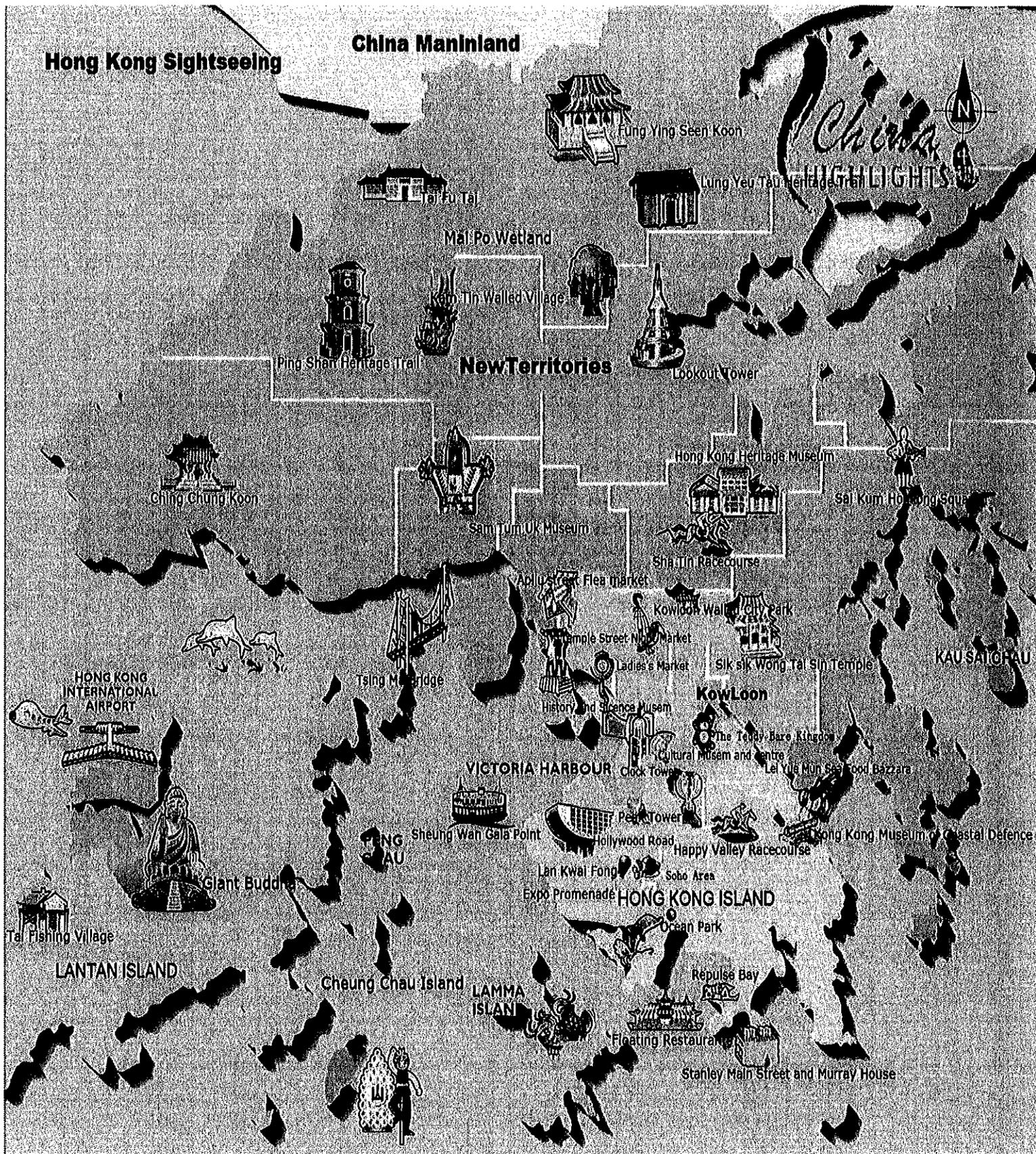
China is a country famous for a number of reasons. The country is split into 22 provinces and many regions. Hong Kong is one of two self-governing special administrative regions. This means that the region is not part of the national government. Due to the size of China, getting around the country can take considerable time. The land in the country though is mainly flat which makes travelling a little easier. The size of Hong Kong is extremely small compared to the rest of China and its provinces and regions.



<http://geology.com/world/hong-kong-map.gif>

AP1

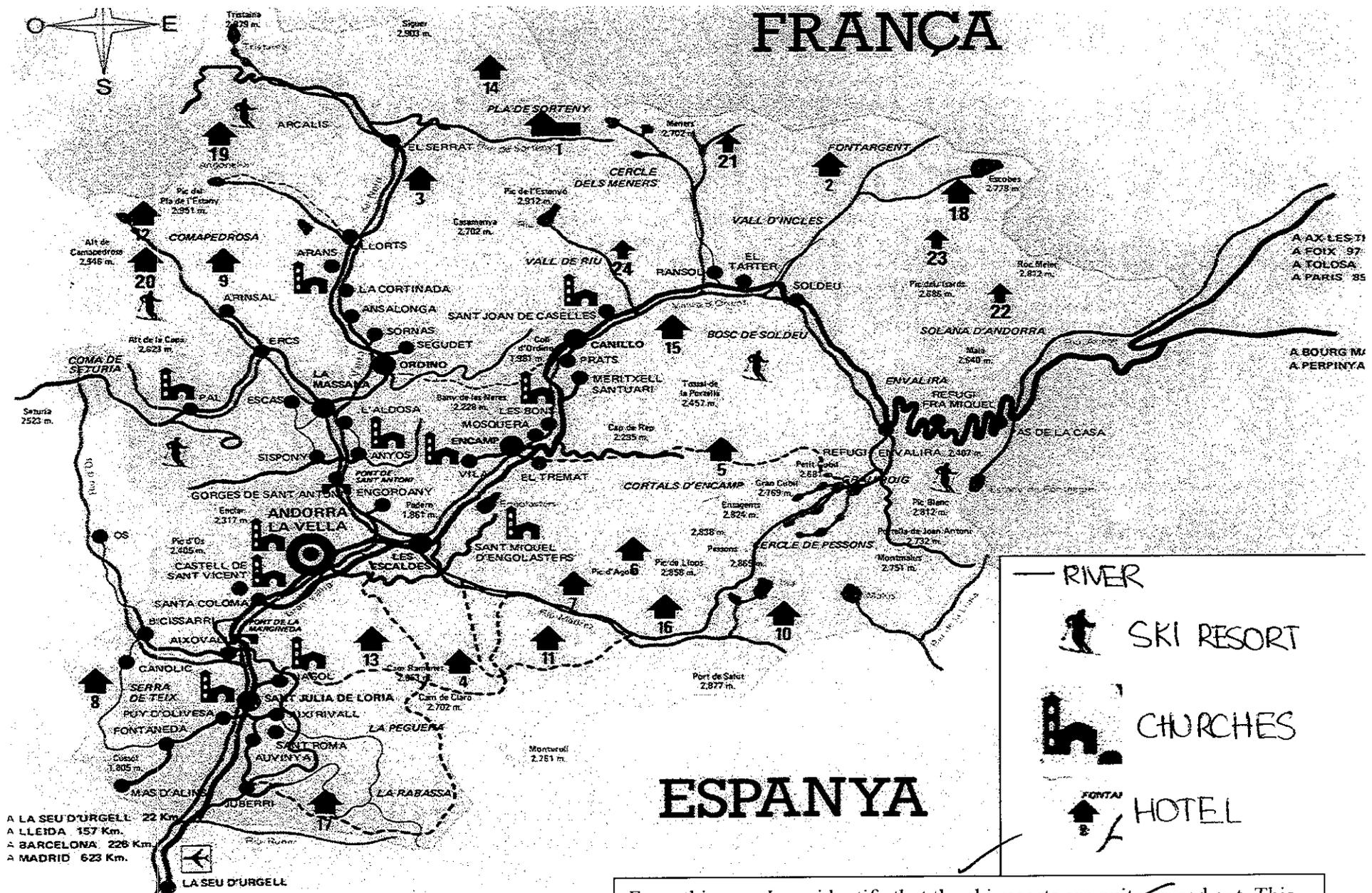
Hong Kong is a region in the big country of China. There are altogether 263 islands that are part of Hong Kong. The biggest island is Lantau Island followed by Hong Kong Island. The entire Hong Kong covers an area of 500m<sup>2</sup>. This proves that the region is extremely small. The transport that is used to get to each island is ferry. The region also has 18 districts.



<http://images.chinahighlights.com/city/hong-kong/hong-kong-tourist-map-b.jpg>

AS

All of the attractions in Hong Kong are spread out across the islands. Most of the attractions are situated in Hong Kong Island and in Kowloon. This is possibly because these are the main Islands that tourists tend to visit. There are more attractions in the east than the west. The New Territories and Lantan Island do not have as many attractions as the other Islands.



From this map I can identify that the ski resorts are quite spread out. This is because the mountainous land spreads across the country. There are also many hotels that can be seen. The hotels are spread out but there are more hotels situated on the south of Andorra. The hotels are not too close to the ski resorts because it is hard to build hotels on high lands. As well as this Andorra has many churches. This is because most of the population are Catholic. Most of the churches are close to Andorra La Vella, which is the capital, as this area is more populated than the rest of the country.

<http://www.joaoleitao.com/travel/andorra/touristic-map-andorra/>

AB

## Climate of Andorra

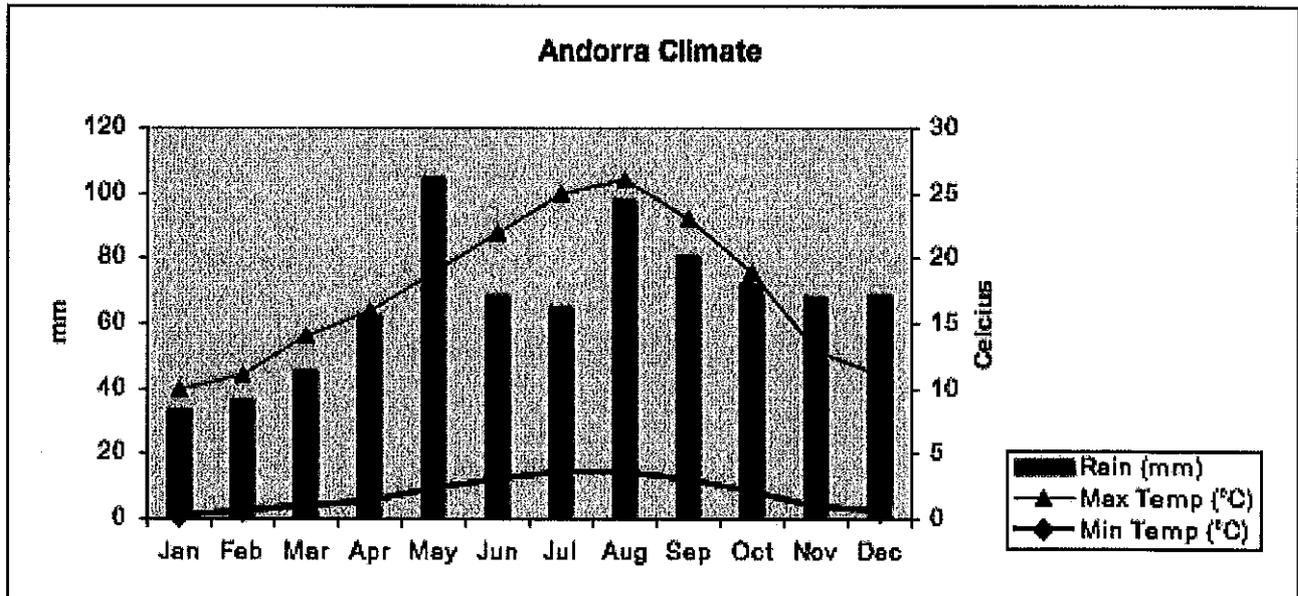
Andorra has an alpine climate meaning that the temperature is greatly affected by the high altitude of the Pyrenees Mountains. The altitude of the mountainous land results in a very different climate in Andorra compared to its neighbouring countries i.e. France and Spain. The temperatures across the year range from -2 to 24 degrees Celsius. The summer months of Andorra are dry and sunny. This is the best time to go if you're looking for an interesting or a relaxing break. The summer gives out the perfect chance for climbing and sightseeing. There are, on average, 300 days per year of sunshine

As2

The winter months (December to April) however is cold with a lot of snow. This creates the finest opportunity for first-rate skiing. Therefore if you are looking for an adventurous break, the winter months are the best to visit Andorra. The snow covers the land which creates a perfect chance to ski and snowboard.

Rain falls throughout the entire year but the most rain falls during May. On average 4.1 inches of precipitation falls across 15 days. The average annual precipitation is 1,071.9 mm (42.2 in) for the whole entire country. To avoid the heavy rain one should not visit during the months of May to August. It is recommended that waterproof clothing is worn at all time of the year as rainfall is constant.

As2



## Accommodation of Andorra

Andorra offers <sup>?</sup> great places for people to stay. The different types of accommodation that they have are apartments, hotels and sometimes small hotels called lodges. Due to the size of Andorra, and the mountainous land large hotels can not be built. Therefore most of the hotels and apartments are small. Each hotel/ apartment has a rating with a maximum of 5 stars. The higher the rating of the hotel or apartment, the more expensive it is. Not all of the hotels are open all year round. Some of the hotels are only available in the winter. This is due to the fact that these hotels are in conjunction with ski resorts, and therefore are not available in the summer. Though there are some hotels that are available all year round. The apartments are also usually available all year round.

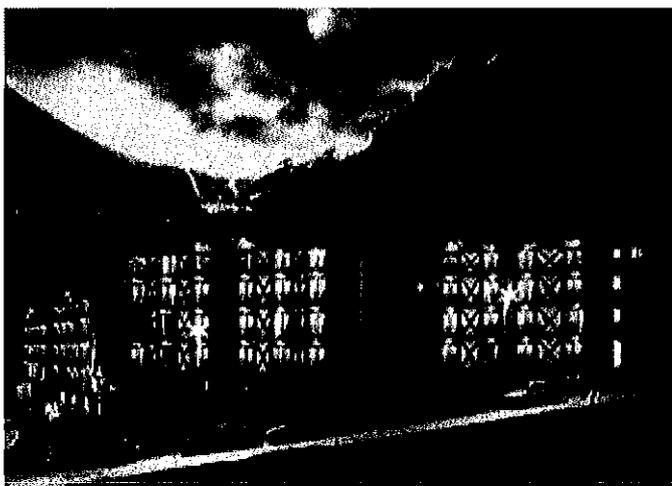
*andorra*

The hotels catering are either half-board, lodge-board, bed and breakfast or a full buffet. As for the apartments they are usually self-catering. They are equipped with all the materials that are needed to cater for our own selves. The catering depends on the price of the hotel. More expensive hotels/apartments offer more catering options to the tourists.

*B2*

### Hotel Princesa Parc & Diana Parc

This hotel that is rated with 4 stars provides a Half Board. There is a buffet breakfast and a 3-course accommodation meal. A New Years Eve Gala meal is also included.



## Hotel Comapedrosa

This hotel only offers Bed and Breakfast. The breakfast is a continental-style buffet. This is why the hotel is ranked with an average of 3 stars.

## Xalet Casale

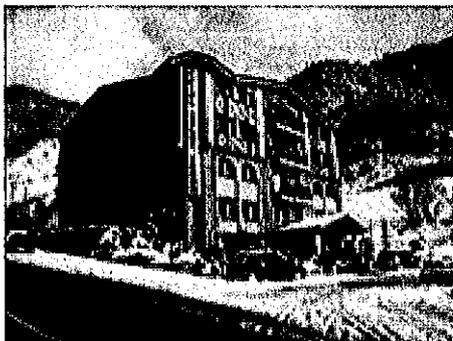
This hotel offers a Lodge Board. They provide a continental breakfast, afternoon tea as well as a 3 course evening meal. Each person is also offered half a bottle of wine. Christmas and New Years Meals are also included.

Highly rated accommodation provides more facilities and services than the ones that are lower rated. Most of the hotels and apartments are family-friendly as they give discounts to those families with children. They also have swimming pools and spas and most hotels and apartments are also close to ski resorts. Other facilities are bars, restaurants, internet access, lounge areas as well as laundry services and a supermarket.

B2

## Hotel Arinsal

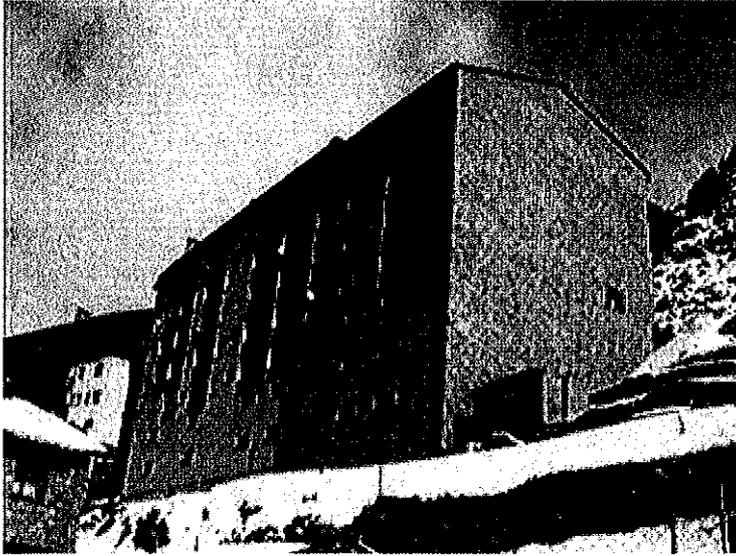
This hotel only has a rating of 2 stars. One of the reasons why is because it does not provide many facilities. The hotel provides a Lounge area with open fire, a bar and a restaurant. The number of rooms in this hotel is only 24 which is again why it has been rated with very few stars.



## Hotel St Gothard

The hotel has been given an official rating of 4 stars. This means that there are more facilities available for the tourists. The hotel offers a 4 restaurants, bar/lounge, massage room, sauna/hot tub, T.V lounge, Pool table and games, and free Wi-Fi. ✓

## Bellavista Apartments



ASZ

[http://www.igluski.com/soldeu-el-tarter/apartments-bellavista-\\_p4497](http://www.igluski.com/soldeu-el-tarter/apartments-bellavista-_p4497)

This apartment has only been given a 1 star rating. There are not many facilities provided apart from full-provided kitchen, a lounge with a DVD player and a balcony. ✓

## St Moritz Apartments



[http://www.directski.com/ski/andorra/arinsal\\_and\\_pal/san\\_moritz\\_apartments?tab=photos&pic=3#tabs\\_anchor](http://www.directski.com/ski/andorra/arinsal_and_pal/san_moritz_apartments?tab=photos&pic=3#tabs_anchor)

This apartment has been given a rating of 4 stars. As well as a fully supplied kitchen the facilities provided are a café-bar with internet access, a supermarket, a pharmacy and Wi-Fi.

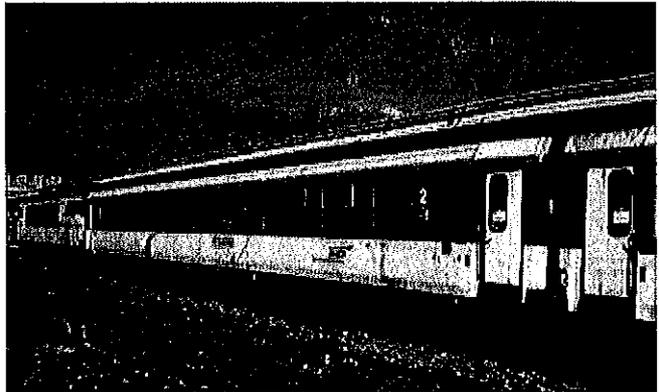
The accommodation provided makes it suitable for most people. It is mainly suitable for people with an interest in skiing or people who are eager to learn. There are services available for both the advanced and the beginners i.e. tuition. It is also suitable for families with children as most hotels provide special services for families e.g. children playgroups. Younger couples or couples on a honeymoon are also people appropriate for Andorra. It is not really suitable for older people as the hotels and apartments do not provide services for them. Nor is it suitable for business people as there is limited business in the area. Teenagers and backpackers are also people who would go to these areas as the accommodation is relatively cheap and they are close to the snow activities. However it is not suitable for people in a wheelchair as most hotels and apartments do not provide wheelchair access.

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103  
archery.

## Accessibility to and around Andorra

Andorra is not a destination that is easy to reach or get around. Unlike other countries, Andorra has no ports or airports. The closest airports are in Barcelona and France. Therefore the only way to get around is by land. From the UK any means of travel can be taken to reach France, preferably by plane. Then a bus ride is taken to reach Andorra. The bus goes through the stunning mountains passing spectacular scenery. It is not the easiest means of transport, but it is certainly extremely more interesting. This type of travel is not for everyone, but is always open for anyone. Most of the transport has wheelchair accessibility, which makes the ease of travelling much more trouble-free. The trains also provide overnight services to make the journey extra comfortable.

<http://www.seat61.com/Andorra.htm>



*Good*  
Getting around Andorra is not as difficult as reaching Andorra. There are 8 main bus lines that run through every area and all of them pass through the capital Andorra La Vella. In some of the main areas, the train service is more regular and is highly frequent. Buses can pass every 30 minutes during the day. Cars can also be hired for getting around the country. Many companies offer this service as the roads are in good condition.

Another form of transportation that is common in Andorra are the ski lifts. The number of ski lifts vary in different areas. Arinsal and Pal has 31 chair lifts whereas Arcalis only has a total of 12. As well as ski lifts, most areas in Andorra also provide cable cars for tourists. This is extremely important as there are some parts in Andorra that do not have safe or clear roads for people to travel on. Due to this the only way to travel is by air. As there are no airports, cable cars are used instead. Cable cars link different ski areas together, for example Arinsal and Pal are linked together by cable cars.

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[http://www.yourandorra.com/photogra  
phs.php](http://www.yourandorra.com/photogra<br/>phs.php)

The accessibility is suitable for most people. The type of transport can be difficult for older people as the accessibility is not made for relaxation. Most transportation does provide wheelchair access which therefore makes the accessibility suitable for the disabled.

*analysis*

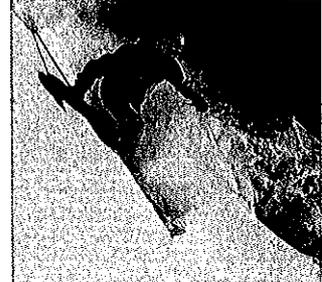
*A2*

## Key Features of Andorra

### Scenery and Landscape

Andorra is a country situated in the southern slopes of the Pyrenees Mountains. This means that there is very little flat land. Therefore the main landscape attraction that is sited everywhere in the country is mountains. Most areas have high peaks and deep valleys that are all covered in snow especially in the winter months. This means that the scenery allows tourists to take part in winter sports. Skiing is of course the most famous activity due to the fact that the mountainous slopes are the perfect land needed to ski.

[http://farm2.static.flickr.com/1399/1329661075\\_870f6137d7.jpg](http://farm2.static.flickr.com/1399/1329661075_870f6137d7.jpg)



Other than the natural landscape, there are not many other areas that are as beautiful as this. The scenery is available for tourists in summer as well as the winter. The lakes are also popular, they are small and round and are mainly found in the basin of the Valira d'Orient. Additionally Andorra contains many rivers. The most famous are the North Valira and the East Valira.

### Vegetation and Wildlife

Andorra also has 140 known species of amphibians, birds, mammals and reptiles. There is no wildlife that is known that can only be found in Andorra meaning that all of the wildlife in Andorra can be found in other countries.

35.6% of the country Andorra is forested and contains a million metric tons of carbon. The vegetation of Andorra is varied depending on the altitude. Higher altitude results in oaks, birches, hazelnuts and violets. Whereas lower altitude results in large woods of black pine and fir. The poet's narcissus or also known as the pheasant's eye is a flower that symbolises Andorra, however does grow in other parts of Europe and in the USA.

### Bird Watching

Tourists come from all over Europe to Andorra purely for bird watching. It is a popular destination as birds, especially vultures, can be seen close-up. This is an activity that tourists can take part in at any time of the year, however it is better in the summer as the sky is more clearer.

### Historical and Cultural Attractions

Casa de la Vall:



<http://www.travel-images.com/photo-andorra18.html>

There are many historical sites situated around Andorra. One of the most popular historical attraction is Casa de la Vall. This is situated in the centre of Andorra la Vella. It is a stone building built around

Ab2

1580. It was initially a family home but now it is the seat of the parliament. In the council chamber there lies the 'cupboard of the seven keys.' This cupboard at one time held the most important documents of the nation. Also there is a kitchen that contains beautiful murals that date back to the 16th century. This building may not be the obvious type of a historical attraction but it does include both military and civil murals.

### **Santa Coloma Church**

This is one of the oldest churches in the country. It was originally built in a pre-Romanesque style, however has had many alterations. One of the main features of this church is the 12th century wooden icon of Our Lady of Mercy.

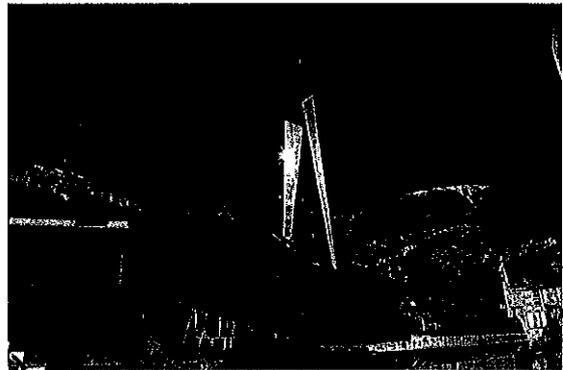
### **The Castle of Sant Vicenç d'Enclar**

This castle sits on top of a hilltop and looks over the village of Santa Coloma. It was built in the 12th century and contains many popular features. These are mainly remains and ruins of battles and the graveyard.

## **Modern Built Attractions**

### **Caldea**

Caldea is one of Europe's largest health spas, and is made completely out of glass. It is situated in the heart of Andorra and from the spa tourists can see a beautiful view of the valleys around them. There are indoor and outdoor lagoons, saunas, jacuzzis, pools, Indo-Roman baths, cascades, bubble beds, and orange baths available. Not only is it calm and relaxing, the spa also is also fed by natural thermal springs. However as the spa is so popular and demanding, the fee for using the spa is extremely expensive.



<http://www.metrolic.com/travel-guides-andorra-159787/>

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### **Shopping**

The most famous reason as to why anyone goes to Andorra, other than for skiing, is for shopping. Andorra is a shopping haven and is famous around the world. The price for all types of goods, including cosmetics, electronics and alcohol, is a minimum of 20% cheaper than surrounding countries.

### **Andorra Night Clubs**

Entertainment comes in many forms and the best entertainment option that is available in Andorra are the nightclubs. In almost every town lies numerous nightclubs. Most of these night clubs are available all year round and cater for all type of people and whatever music tastes they have.

### **Adventure Parks**

Most of the adventure parks in Andorra are only available during the summer months. All of these vary greatly in size which depends on what type of people that they have been made for. There are miniature parks for families with infants and larger parks for older children and for adults.

## Events and Festivals

Many festivals that take place in Andorra are mainly based on religion. Andorran citizens are mainly Catholic, hence why many of the festivals originate from Catholic feasts. Festivals depend on different villages and areas. Some of these are:

**Andorra la Vella:** This is a village Festival that takes place on the first Saturday in August. This festival lasts for three days.

**Canillo:** This is also a village Festival that takes place on the third Saturday in July. This also lasts for three days

**Meritxell:** This is a National festival that takes place on the 8th of September. There are also festivals that are based on music.

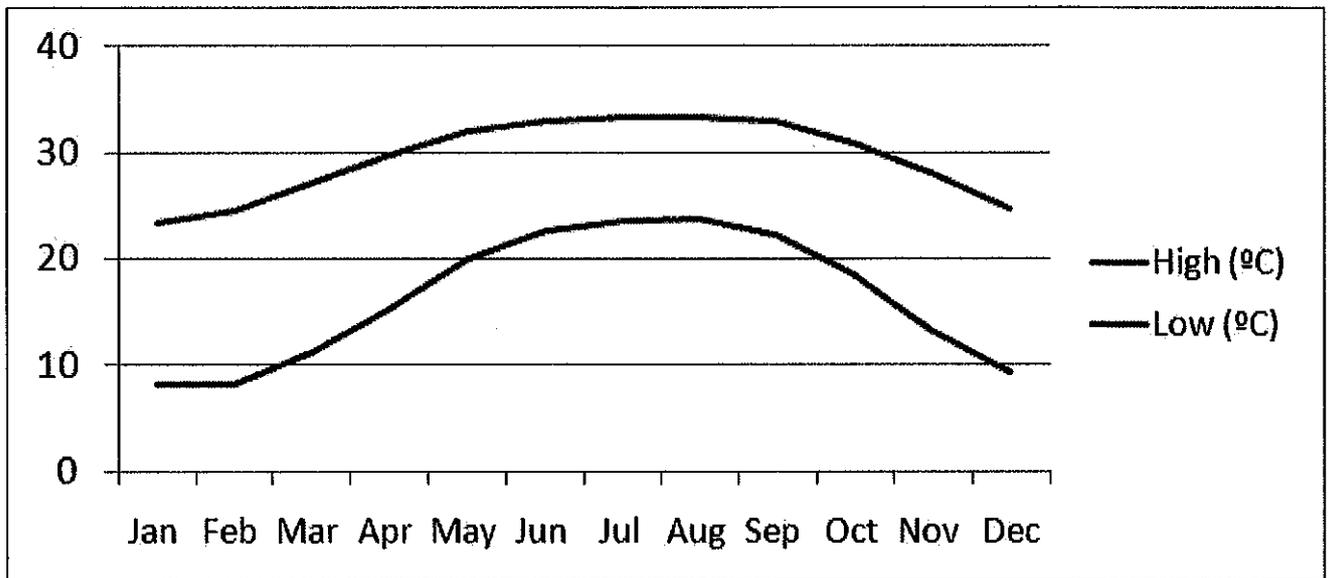
Escaldes-Engordany is a small town in the capital Andorra la Vella. It is in this here where the world-famous jazz festival takes place.

*Dz*

## Climate of China

The climate of China is dominated by monsoon winds. The temperature is completely different in summer and in winter. The climate differs in each region because of the extensive territory. In Hong Kong the winter (from September to February) wind blows in from the north. The weather in winter is therefore cold and dry. In the summer (from March to August), wind blows in from the south. The weather is therefore warm and moist. For that reason the best time to visit Hong Kong is between October and December. This is due to the pleasant breezes, sunshine and comfortable and bearable temperatures.

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Sawa?

## Accommodation of Hong Kong

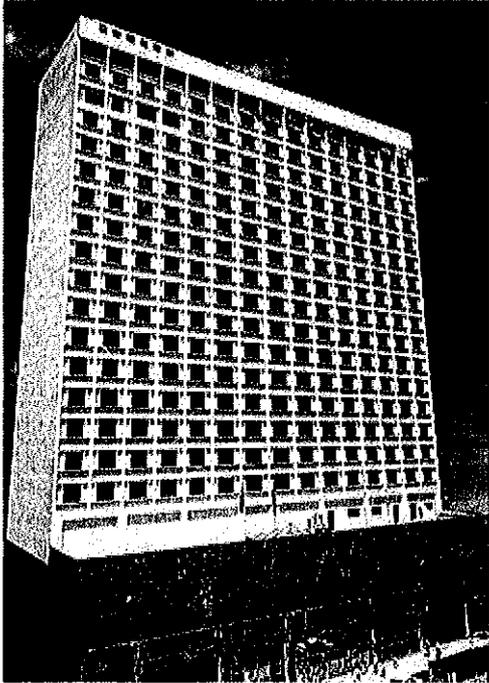
The accommodation for Hong Kong is so wide as there are a number of places to choose from. Tourists have the option of staying in a hotel or renting an apartment, cottage or a villa. Hong Kong is a short break area and tourists stay for a maximum of 5 days. Bearing this in mind accommodation can not be very expensive. Every accommodation is ranked with stars, each star representing its quality. The pricing of a place depends mainly on the quality. The better standard of quality a place has, the more likely it is that it will be more expensive. The quality of a hotel depends on the facilities available and the location. The quality of an apartment depends on this but also rest on the number of floors and rooms.

There are many options available for catering, but most places offer bed and breakfast, half-board or an all-inclusive. As for the apartments and cottages, they are fitted with all the kitchen facilities that are needed for self-catering. Most accommodations provide a lot of facilities. This again depends on the rating of the place. Highly rated accommodations offer restaurants, a gym and a swimming pool. The more higher rated accommodations provides this but also offers lounges, internet access, room service as well as a laundry service. These are of course more expensive. As business is extremely important in Hong Kong, many hotels offer meeting facilities. Most accommodations are also close to shopping centres, tourist attractions and public transport.

### **METROPARK KOWLOON**

The brochure has given this hotel a rating of 3 stars. The hotel has a rooftop pool, a sun terrace, fitness centre, 2 restaurants and a free shuttle bus to the nearby stations and shopping centre. The cost for 1 night per person is £36. This is relatively cheap due to the rating of the hotel.

[http://www.hk-hotel.com/hotel/metropark\\_kowloon/index.html](http://www.hk-hotel.com/hotel/metropark_kowloon/index.html)



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### **HARBOUR GRAND KOWLOON**

This hotel has been graded with the maximum ~~rating~~ of 5 stars. The facilities that the hotel provides is a rooftop pool, a fitness centre, 5 restaurants, 2 bars, a spa and a free shuttle to Tsim Sha Tsui. As it has been valuated with a 5 star rating, the cost is a lot more expensive. 1 night per person costs a minimum of £65.

<http://q.bstatic.com/images/hotel/max300/735/735590.jpg>



The accommodation is suitable for

most people. Families with young children are suitable as they are given many benefits. Older families are also appropriate as there are facilities provided from them e.g. no kids area lounges. The accommodation is also suitable for couples but preferably older couples as it is more about relaxation than activities. Teenagers and backpackers are not the appropriate type of people as the accommodation can be very expensive. People who are interested in history are the most suitable type of people as the accommodations are close to, or have close links to, the historical tourist attractions. Hong Kong without a doubt plays a big role in the business industry. Therefore the accommodation is also suitable for people who are travelling for business matters. Most hotels have elevators which makes the accommodations suitable for people in a wheelchair, as long as they have someone with them. It is not very suitable for people who are either blind, deaf or dumb as most hotels does not offer services to help these people.

Academics  
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## Accessibility to and getting around Hong Kong

Hong Kong is a place that is highly accessible. The main transport that is used to get to Hong Kong is by plane. The journey takes approximately 11 hours and 45 minutes from the UK. It is very far from the UK which makes transport via sea very limited. By air the plane takes you directly to one of the 6 airports in Hong Kong. The most famous and busiest airport is 'Hong Kong International Airport.' Getting back from Hong Kong is also by air. The facilities that are provided make the transport suitable for everyone.

There are numerous popular ways of getting around Hong Kong. The main way is via the MTR (Mass Transit Railway). It is one of the most popular means of transport. There are altogether 85 stations around Hong Kong most of which are situated around famous attractions as well as hotels. Trains run every 5 minutes and the frequency of trains is very high. It should be the first choice of transport before any other. The MTR also provides wheelchair access, which makes it suitable for the disabled.

<http://www.facts-about-hong-kong.com/Hong-Kong-MTR.html>



Buses and minibuses are also extremely popular. They are everywhere and cannot be missed in any area. The frequency of buses is very high as there is a bus every 2-3 minutes. They are fully air-conditioned and also offer wheelchair access. There are 2 types of minibuses-the red and the green. The green are operated by big companies and they follow fixed routes only. The red minibuses however are operated by individuals and

the traveller is offered the choice of picking their own route. Both buses and minibuses are fast and therefore save time on travelling.

Taxis and trams are also available. Trams are cheap and help to experience the life of Hong Kong people without even walking. Taxis are situated everywhere in Hong Kong. They are also cheap and available for the disabled.

Ferry is the only transport that allows tourists to visit the other islands. The Star Ferries shuttle is by far the most popular. It is recommended that tourists use the Star Ferry as it is comfortable whilst travelling, the workers are welcoming and the travel is most reliable.

Hong Kong also offers car hire to tourists. However it is not a good option to choose. Congestion in Hong Kong is always intense and traffic can be a nightmare. Most areas also have little parking areas which means there are no room for cars. Tourists also need an international driving license before they can hire a car. Therefore this means of travel is usually avoided as it is not very easy or useful.

In many parts of Hong Kong cycling is becoming more and more popular. Tourists as well as local people are beginning to cycle their way around the areas. Not only is bike riding more cheaper, it is also a more easier option than other means of travelling. It is also a more environmentally friendly way of getting around.

Arz

Many attractions in Hong Kong are closely linked, which means that they can all be visited easily. The simplest way of visiting areas that are closely attached is simply by foot. This way of travelling is also becoming more popular. Walking around Hong Kong allows the tourists to really experience the true culture of the area. Walking is of course free, which means that tourists can save a lot of money. Unfortunately the roads and walkways can be very winding and confusing. It is very easy for tourists to get lost. Travelling by foot is also not the best option for the disabled as it can be very tiring.

To use most of the Hong Kong transportations an Octopus Card is needed. This card provides access to Hong Kong's public transport

system. They also give discounts and special offers for transports as well as tourist sites.



<http://www.celticholidays.ltd.uk/The%20Octopus%20On-Loan%20Card.htm>

## Key features of Hong Kong

### Scenery and Landscape

Hong Kong is home to 36 beaches. All of which are beautiful and all are popular with tourists. Tai Long Wan is just one of the areas with the most beautiful beach. It is a bay with powdery white sand and is relatively small. It is unspoiled and is completely magical.

Lantau Island is one of the most beautiful islands and is twice as big as Hong Kong Island. It has the most stunning mountains than go on for miles. The highest mountain in Lantau Island is the Phoenix Mountain, which is also the second tallest mountain in Hong Kong. The island also offers tourists the chance to view beaches as well as country parks.



<http://img.lotour.com/test/zhoubian/guangdong/200906/img365025.jpg>

### Vegetation and Wildlife

AR  
Almost 75% of the islands of Hong Kong is countryside. There are over 3100 species of different vascular plants that can be seen across all the islands. To conserve the vegetation and wildlife in the countryside many country parks have been made. These parks help to conserve nature so that it can still be available in future generations. Hong Kong is also the home to a variety of wildlife. There are 490 species of birds, 100 species of amphibians and reptiles, and 6784 species of insects.

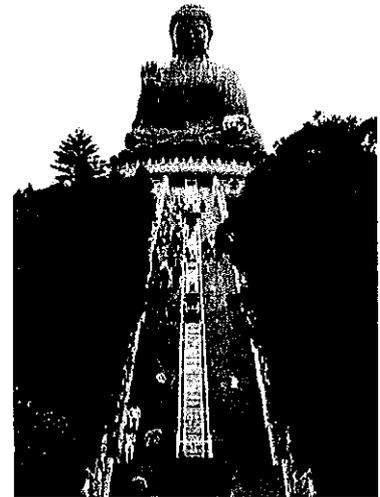
### Historical and Cultural Attractions

Tourists are always very interested in learning the history and culture of Hong Kong. There are many attractions in all of the islands that illustrate the history of the area as well as the culture.

The Peak is always one of the favourites with tourists. It is one of the highest mountains in Hong Kong Island. The main historical feature from this area is the Peak Tram. It dates back to the 19<sup>th</sup> century and is still running today. Tourists take the tram to experience the historical beauty of Hong Kong.

Stanley is situated in the southeast of Hong Kong Island. As well as the market and the beaches, this area is also a very popular historic site. Murray house contains a museum that preserves the history and past of the area in the 19<sup>th</sup> century. Tin Hau Temple as well as the Military Cemetery are also very popular with tourists in Stanley.

The Tin Tian Buddha also referred to as the Big Buddha in Lantau Island is also extremely popular with tourists. It is a large statue of a Buddha made completely of bronze. It sits at the top amongst the island's mountains and there are over 200 steps that tourists have to climb to reach the Buddha. It is sited in the Po Lin Monastery and watches over the entire land. The statue is a religious landmark as it symbolises the Buddhism religion. Because of this, the Big Buddha is extremely significant with Buddhists.

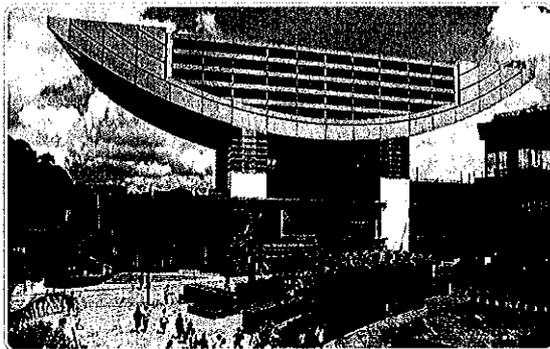


<http://india1968.wordpress.com/page/2/>

Due to the fact that Hong Kong is a place of great culture and history, the type of tourists that are the most suitable are people who are interested in learning about other cultures. These people are likely to be old with no children

### Modern Built Attractions

There are numerous modern buildings that attract many tourists. The HSBC Building in the Central District as well as the Bank of China building are built in such beautiful ways that many people go to see. The Lippo Centre is also a major attraction. The way it has been built is not only unique but also mind boggling. The building looks like there is a koala clinging onto the sides hence the reason why it has been nicknamed the koala building. Arz



The Peak Tower is one of the most modern built landmarks of Hong Kong. Inside the Peak Tower are many shops, café's as well as restaurants. However the way the tower is constructed is as popular as what it has inside the tower.

[http://www.thepeak.com.hk/en/1\\_2\\_1.asp](http://www.thepeak.com.hk/en/1_2_1.asp)

### Indoor/Outdoor Activities

There are many activities that are available for tourists. Indoor activities include mainly shopping and spas. Whereas outdoor activities include horse racing, markets, windsurfing and for children Disneyland.

## Events and Festivals

China as a country is extremely popular for its festivals and parades. These are some of them:

**Bun Festival:** This festival takes place in Cheung Chau. It runs through 4 days and includes parades, opera and children performances. The actual bun race is when the men race each other climbing up a tower and grabbing as many buns as they possibly can.

**Chinese New Year:** This is one of the most celebrated festivals in China. The festival includes parades as well as firework displays. Shops are always closed during this time therefore tourists do not have a lot to see or do other than participating in the festival.

**Dragon Boat Festival:** This festival is the second best in China. The festival includes a race in boats that have been decorated in vibrant and colourful decorations. All the locals join in the races and every area comes alive.

**Mid Autumn Festival:** This is the most popular festival and is extremely popular with families. In this festival paper lanterns are taken to public parks around Hong Kong and are released into the air.

## Food/Drink and Entertainment

Chai Siu is Hong Kong's national dish. Dim Sum is the most popular with tourists and is the most traditional food. To go with the food tea and coffee are extremely popular. It is recommended that tourists taste Chinese Tea. As well as tea and coffee, wine and beers are also popular.

As for entertainment tourists should go to an orchestra. They should also go to an opera. It may sound like a deafening shrill but in the eyes of the Chinese it is Chinese art.

## Questionnaire Analysis

Both of my questionnaires have been filled out by completely different type of tourists. The person that carried out the questionnaire for Hong Kong visited the city for VFF. He stayed with a friend during his visit. This is a contrast to the Andorra questionnaire. This is because the person that visited Andorra went for leisure. As Andorra is an active tourist resort, the purpose of Andorra's visit was to ski.

Another difference between the questionnaires was the accommodation. As the person went to Hong Kong to visit a friend, he stayed at his house during the visit. He did not stay in hotel or an apartment. Because of this, the accommodation for him was free. On the contrary the person that went to Andorra stayed in an apartment along with the other friends that he went with. He stated that the accommodation was spacious. This means that the apartment was probably 3 stars or more. The person that went to Hong Kong did not explain fully what his accommodation provided for him. Whereas the person that went to Andorra indicated that the apartment came with a self cater. This means that they had to provide own food for themselves.

AB2  
AB3

Both my questionnaires are similar in terms of accessibility. Both said that it was easy to get around. This is because of the great number of transports available in both Andorra and Hong Kong.

As Andorra is a place for leisure tourism, the main activity that it has to offer is skiing. The person mentioned that the only activity that they took part in was skiing. This is a massive difference to the Hong Kong questionnaire. Hong Kong is a city of cultural and historical wonders. This can be clearly seen by what the person wrote. He said that the activities that he took part in were sightseeing attractions such as The Big Buddha and Victoria Peak. This proves that people go to Hong Kong to see and experience the cultural as well as historical lifestyle.

The two questionnaires are also similar in another way. Both of the people that filled the questionnaire out said that the place they visited met their expectations. I predict that this is because of the accommodation, accessibility and attractions combined.

There is a final difference between my two questionnaires. This is that the person that went to Hong Kong said that he would visit again. This is because he stayed at a friends house. He would not only go to visit him again, but also to see more attractions. As Hong Kong is extremely big, not everything can be seen in one trip. On the other hand, the person that went to Andorra said that they would not visit Andorra again. The reason for this is that the area that they stayed in was a beginner resort. Because of this it was not suitable for his level of skiing.

A2  
B3

## Analysis

There are many differences as well as similarities that can clearly be identified in my two chosen destinations, Andorra and Hong Kong.

Andorra is a small closed in country between France and Spain. On the other hand Hong Kong is a group of islands that come together to form one region of China. Both destinations are similar in terms of politics. Hong Kong, which is classed as a city, is an administrative region which means that it does not follow the same system as the rest of China. It has its own government and its laws. Likewise Andorra is not a member of the EU and is an independent principality.

The time that people go to these areas are very different. People only go for 3-4 days to Hong Kong, which means that the region is a short break area. People that visit Andorra generally stay for about a week. However people that live closer to Andorra, for example, people in France or Spain, may only go for 3-4 days.

Not every area is made for every type of tourists. Andorra is a country that has skiing and winter sports as its main purpose. It is an adventure and leisure tourist destination. Only some areas are child-friendly and not all areas are suitable for entire families. It is not appropriate for older couples or younger children as Andorra is a more of an activity area, not an area of relaxation. Andorra is also not an area for business as Andorra is not home to big companies. Additionally tourists do not go to Andorra for VFF as the country is not very residential.

Hong Kong is not an adventure area, but more of a sightseeing area. The congested roads and lifestyle means that it is not suitable for the elderly or children as it requires a lot of movement. It is a DINKY area, meaning that the tourists are generally people who have a high disposable income with no kids or with kids who are grown up. These people are usually 50+ or between the ages of 21-30. Business is the most important reason as to why people go to Hong Kong. It is extremely important as there are many big corporations in the area and a lot of trade takes place as well. Hong Kong is also cultural tourism.

Due to the great cultures that Hong Kong is home to, many tourists go to see what it has to offer. Hong Kong is a VFF city but only in some areas.

A difference between my two destinations is the features. Andorra is an adventure area and most of the features fit in with the climate and the land, for example skiing. All the resorts that Andorra has to offer are mostly the same. Whereas in Hong Kong the features all differ. There are famous cultural, historical as well as modern features available for tourists. Each area in Hong Kong has its own distinct landmark, for example in Stanley it is Stanley market. The activities also are all different and none of them are the same.

The population of both my two destinations is completely dissimilar. The population of Andorra is 82000 due to its small land size. Hong Kong is home to a large amount of 6.9 million people. When comparing both together, it can be clearly seen that the size affects the population, and because of this both have completely different amounts of people.

Both of my destinations are not overdeveloped. Andorra has very few buildings mainly because it is hard to build on the mountainous land, and also as it makes the beautiful scenery unappealing. In contrast to this Hong Kong has many buildings and attractions. It is not overbuilt; it is just that it is heavily populated. The congested areas make Hong Kong look overbuilt, however it isn't. Too many buildings can sometimes create a lack of tradition and culture in the area. However this is obviously not the case in Hong Kong as it is particularly famous for its outstanding cultural lifestyle.

Where countries have been situated has an effect on how people dress and behave. Hong Kong is situated in the East and therefore people dress more traditionally based on their religion and culture. Tourists are advised to behave like the people in the area. They should respect the way of life as some areas are extremely different to areas in the UK. Andorra, on the other hand, is situated in the East. The way of life for people is standard and similar to that of the UK. They do not have a distinctive lifestyle as the country is very small. Andorra takes elements of the Spanish and French lifestyle. Tourists can dress however, but normally dress according to the weather.

Though tourists should try to respect other ways of life, they are offered facilities that are especially for them. In the Hong Kong lifestyle people eat traditional food and eat with chopsticks. However tourists are given utensils to eat. There are also many fast food chains if tourists are not appealed by the Hong Kong food.

B2  
B3

The languages that are spoken in a country are extremely important for tourists. Visitors want to know what languages are spoken so that they are aware of how they will communicate. The languages that are spoken in Andorra are Spanish, Portuguese, French and Catalan which is the official language. There are many languages that are spoken in Hong Kong due to the multi-cultural area. There are two official languages that are spoken which are Chinese and English. There are other languages that are spoken, both Asian and European languages, however most people will either speak English or Chinese.

The currency of a country is extremely important for tourists. Andorra, even though it is not part of the EU, uses the Euro as their currency. Due to the fact that Andorra is a tax haven, the expenses to buy anything are extremely cheap. An entire holiday is normally cheap for most people. On the contrary Hong Kong uses the Hong Kong Dollar as their currency. It does have a very high cost of living. The expenses of staying in Hong Kong differ depending on where tourists go. Some places like Kowloon are cheaper than other places. However overall Hong Kong is quite an expensive place.

B2  
B3

Some countries are of course wealthier than others which means that the country can be developed more. Andorra is a rich country, and most of the income comes in from tourism. Hong Kong is also a very rich area and is one of the wealthiest regions in China. This is mainly down to business.

Religion is also extremely important. Hong Kong is a very religious area and is home to many different religious groups. The different religions include Christianity, Islam, Buddhism, Sikhism, Hinduism and Judaism. Because of the diversity in religions, there are many religious attractions that are available for tourists. Andorra, on the other hand, does not hold many religions. 90% of the

people are Catholic which is why there are not many religious attractions other than churches.

✓  
ADL  
AS

### Questionnaire

I am carrying out a questionnaire to complete my coursework in Travel and Tourism. My aim is to find out more information about Andorra. It would be much appreciated if you could take a few minutes to complete this questionnaire.

1) How long did you stay for in Andorra?

.....5 days.....

2) Where did you stay during your visit?

.....Apartment.....

3) Were you happy with the accommodation provided?

YES

NO

Please explain why.

.....very spacious, fully equipped.....  
.....  
.....

4) What did your accommodation provide for you?

.....Self cater.....  
.....

5) Was it easy to get around?

YES

NO

(If no, please state why)

.....  
.....  
.....

6) What activities did you take part in whilst in Andorra?

.....skiing.....  
.....  
.....

7) Did it meet your expectations?

YES

NO

(If no, please state why)

.....  
.....  
.....

8) Would you go to Andorra again?

YES

NO

(please state why)

A beginner resort - too standard.....  
.....  
.....

Thank you.

## Questionnaire

I am carrying out a questionnaire to complete my coursework in Travel and Tourism. My aim is to find out more information about Hong Kong. It would be much appreciated if you could take a few minutes to complete this questionnaire.

1) How long did you stay for in Hong Kong?

.....1 WEEK.....

2) Where did you stay during your visit?

.....FRIEND'S HOUSE.....

3) Were you happy with the accommodation provided?

YES

NO

Please explain why.

.....FREE + FAIRLY GOOD ACCESS TO TOURIST DESTINATIONS.....

4) What did your accommodation provide for you?

.....A PLACE TO STAY.....

5) Was it easy to get around?

YES

NO

(If no, please state why)

.....  
.....  
.....

6) What activities did you take part in whilst in Hong Kong?

.....SIGHTSEEING - VICTORIA PEAK, STAR FERRY, TIAN TIAN BUDDHA, FERRY, TRIPS, EATING, SHOPPING.....

7) Did it meet your expectations?

YES

NO

(If no, please state why)

.....  
.....  
.....

8) Would you go to Hong Kong again?

YES

NO

(please state why)

TO SEE FRIEND AGAIN  
DIDNT HAVE TIME TO SEE EVERYTHING  
.....  
.....

Thank you.

	was from this website thus meaning it was useful.
<a href="http://www.arinsal.co.uk/vallnord.php">http://www.arinsal.co.uk/vallnord.php</a>	This website was also very useful as it provided me with a lot of information.
<a href="http://news.bbc.co.uk/1/hi/world/europe/country_profiles/992562.stm">http://news.bbc.co.uk/1/hi/world/europe/country_profiles/992562.stm</a>	This was useful as it gave me the population.
<a href="http://news.bbc.co.uk/1/hi/world/asia-pacific/country_profiles/3650337.stm#facts">http://news.bbc.co.uk/1/hi/world/asia-pacific/country_profiles/3650337.stm#facts</a>	Only the population was useful. The other information was mostly irrelevant for my analysis.
Insight Guides- Hong Kong Smart Guide	This gave me most of the information I needed.
Eyewitness Travel- Top 10 Hong Kong	This was extremely useful as every place in Hong Kong was thoroughly explained.
Nelson Ski and Snowboard brochure	This was useful but only the pages that were about Andorra.
Thomson tailor made Worldwide Brochure	Only the one page about Hong Kong was useful and the rest of the brochure wasn't useful for me at all.
<a href="http://www.indexmundi.com/facts/indicators/ST.INT.ARVL">http://www.indexmundi.com/facts/indicators/ST.INT.ARVL</a>	List of all arrivals of international tourism in order.
<a href="http://www.indexmundi.com/facts/hong-kong-sar,-china/international-tourism">http://www.indexmundi.com/facts/hong-kong-sar,-china/international-tourism</a>	The number of arrivals in Hong Kong.
<a href="http://www.indexmundi.com/facts/andorra/international-tourism">http://www.indexmundi.com/facts/andorra/international-tourism</a>	The number of arrivals in Andorra-line graph.
<a href="http://www.tradingeconomics.com/andorra/international-tourism-number-of-arrivals-wb-data.html">http://www.tradingeconomics.com/andorra/international-tourism-number-of-arrivals-wb-data.html</a>	The number of arrivals in Andorra-bar chart.
<a href="http://www.hiebs.hku.hk/working_paper_updates/pdf/wp1084.pdf">www.hiebs.hku.hk/working_paper_updates/pdf/wp1084.pdf</a>	This website gave me information on the reason why Hong Kong had a drop in 2002. However apart from giving the reason, the rest of the website was not useful.
<a href="http://www.tourism.gov.hk/english/statistics/statistics_perform.html">http://www.tourism.gov.hk/english/statistics/statistics_perform.html</a>	Tourism performance in Hong Kong.
<a href="http://www.infoplease.com/world/statistics/most-expensive-cities-2008.html">http://www.infoplease.com/world/statistics/most-expensive-cities-2008.html</a>	This was useful as it was a table stating the most expensive cities in 2008.
<a href="http://www.infoplease.com/world/statistics/most-expensive-cities.html">http://www.infoplease.com/world/statistics/most-expensive-cities.html</a>	A table stating the most expensive cities in 2010.

<a href="http://en.wikipedia.org/wiki/Geography_of_Andorra">http://en.wikipedia.org/wiki/Geography_of_Andorra</a>	The website where I got the geography of Andorra from.
<a href="http://www.euromonitor.com/travel-and-tourism-in-hong-kong-china/report">http://www.euromonitor.com/travel-and-tourism-in-hong-kong-china/report</a>	This website was helpful as it gave me information about Hong Kong tourism.
<a href="http://travel.usnews.com/Rankings/Worlds_Best_Vacations/">http://travel.usnews.com/Rankings/Worlds_Best_Vacations/</a>	This website gave me the ranking list of the world's best holiday resorts.
AS Level for OCR Travel and Tourism Hilary Blackman, John D. Smith, Ann Rowe	This book was useful as it gave me the information about the Butler's life cycle.
Tourism 2020 Vision-East Asia & Pacific	This book covered all areas of the East Asia and Pacific but the section of Hong Kong was the only useful part.



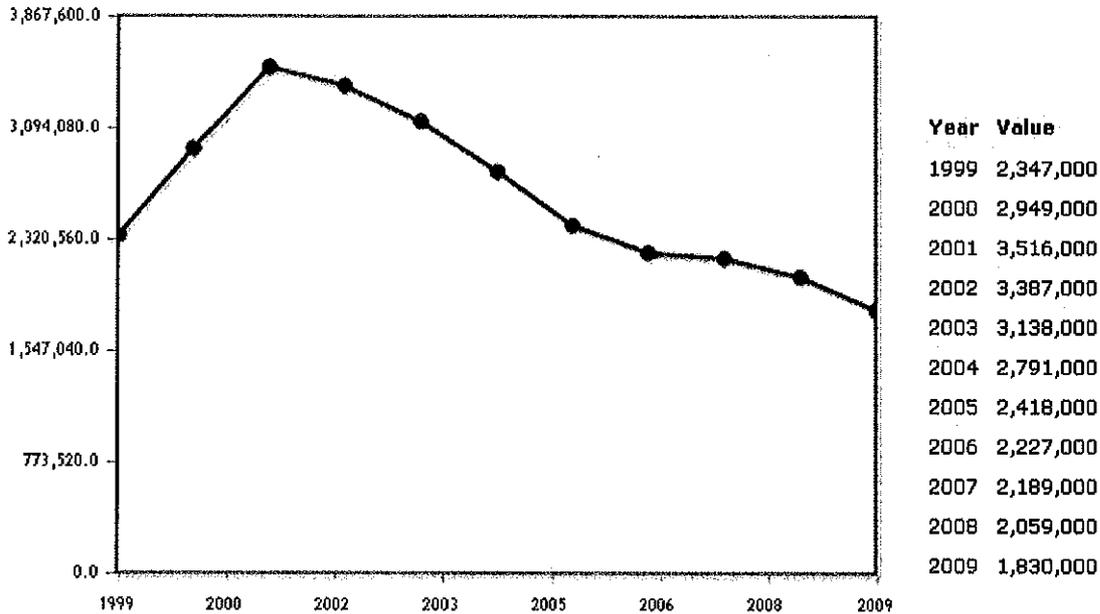
[http://www.1activeholidays.com/images/piste/andorra\\_map.jpg](http://www.1activeholidays.com/images/piste/andorra_map.jpg)



This map proves that even though all the ski resorts are spread out, they all are linked together by cable cars. They go through the air, which makes it easier to get from one ski resort to another without passing through the roads. I can also see that Andorra has many rivers. All the resorts are close to the rivers as they all need a water supply.

# Visitor statistics

## Andorra



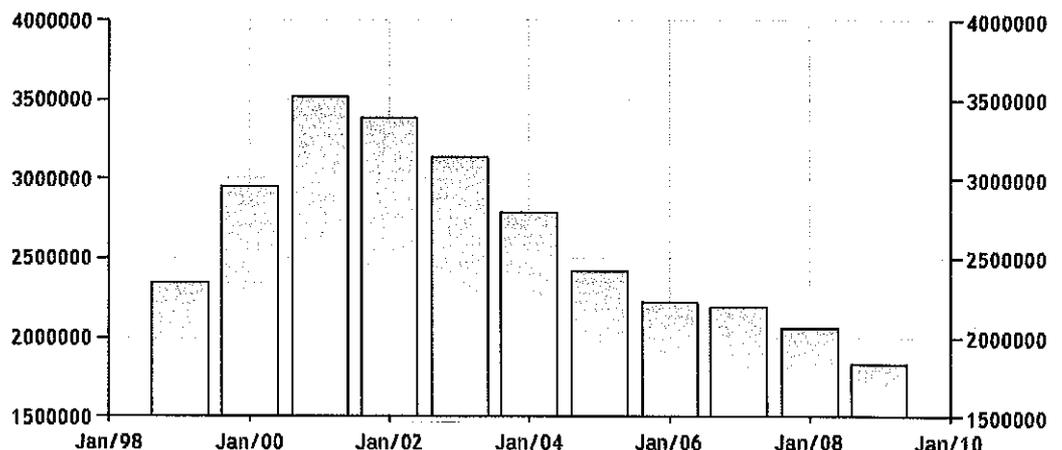
<http://www.indexmundi.com/facts/andorra/international-tourism>

The line graph above describes the number of arrivals in Andorra between the years of 1999 and 2009. In the first two years, there is a steep increase with the value of tourists rising from 2.3 million to 3.5 million. The year 2001 is the peak of the entire graph as it was in this year that Andorra had the highest number of inbound tourists. However after 2001, the value slowly decreased. The year 2005 is more or less similar to the year 1999 as the number of arrivals continued to decrease even more. Consequently, the year 2009, the lowest value from the graph, only had 1,830,000 tourist arrivals.

By

The bar graph below also states the number of international tourist arrivals in Andorra. The graph data is similar to the line graph above. This graph is also saying that there was a fast growth in arrivals from 1999 to 2002, but then slowly falls.

<http://www.tradingeconomics.com/andorra/international-tourism-number-of-arrivals-wb-data.html>



The number of arrivals everywhere varies depending on country and what they have to offer. On the list of international arrivals, Andorra is number 77.

In the year 2009, Andorra had 1,830,000 international arrivals. The reason why the value of arrivals is very small compared to other countries is mainly because of what Andorra has to offer to tourists. The high mountains of the Pyrenees Mountains means that the country's main focus is on adventure tourism-this limits focal point of Andorra and is something that doesn't appeal to every tourist. I can infer from this that from the 1.8 million tourist arrivals, most of these will be for leisure, especially adventure tourism, rather than for business and VFR.

Bx.

71	<u>Iran, Islamic Rep.</u>	2,034,000.00	2008
72	<u>Georgia</u>	2,033,000.00	2010
73	<u>Jamaica</u>	1,922,000.00	2010
74	<u>Algeria</u>	1,912,000.00	2009
75	<u>Estonia</u>	1,900,000.00	2009
76	<u>Guatemala</u>	1,876,000.00	2010
77	<u>Andorra</u>	1,830,000.00	2009
78	<u>Slovenia</u>	1,824,000.00	2009
79	<u>Qatar</u>	1,659,000.00	2009

<http://www.indexmundi.com/facts/indicators/ST.INT.ARVL>

## Hong Kong

The rank of Hong Kong on the international tourist arrivals list is much higher than where Andorra is placed. Hong Kong is number 14 on the list with 16,926,000 arrivals in 2009. This is approximately 9 times more than the number of arrivals in Andorra. Though Hong Kong is also relatively small, the number of arrivals is much greater due to the variety of attractions. It appeals to the bigger market which is what makes it popular with all different types of tourists.

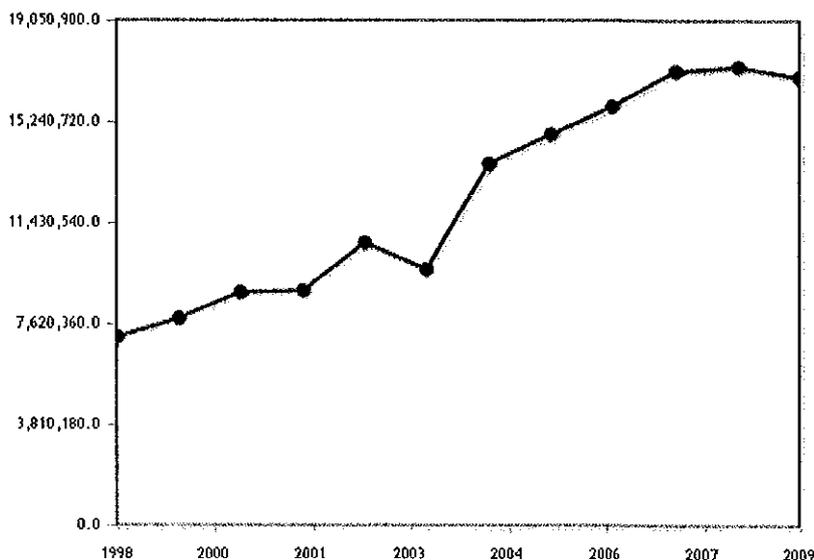
10	<u>Malaysia</u>	23,646,000.00	2009
11	<u>Mexico</u>	21,454,000.00	2009
12	<u>Austria</u>	21,355,000.00	2009
13	<u>Ukraine</u>	21,203,000.00	2010
14	<u>Hong Kong SAR, China</u>	16,926,000.00	2009
15	<u>Canada</u>	15,737,000.00	2009
16	<u>Greece</u>	14,915,000.00	2009

Hong Kong is in China; however the city is classed as a separate tourist destination. China ranked 10 places higher than Hong Kong filling the 4<sup>th</sup> spot on the list of arrivals. This is mainly down to the great size of China and how much more developed and enhanced they are in terms of development and attractions compared to Hong Kong.

<http://www.indexmundi.com/facts/indicators/ST.INT.ARVL>

<http://www.indexmundi.com/facts/hong-kong-sar,-china/international-tourism>

The number of arrivals in Hong Kong has increased in the past years. The graph (right) shows the



Bx.

number of arrivals between 1998 and 2009. Over the course of the 11 years, the graph conveys that the arrivals has been on the upwards. Up to the year 2002, there was a slow increase. However in 2003 there was a small drop from 10,689,000 to 9,676,000. This could have been because there was an outbreak of a fatal deadly disease of SARS (severe acute respiratory syndrome) in many countries in Asia. Nevertheless in 2004, there was a rapid increase with the number of arrivals escalating by 3.9 million. From then on, the arrivals number continued to grow. The graph ends in 2009, however from the last two years of the graph; we can notice a small drop. As this is the latest statistics that we have, we don't know for sure whether this was an insignificant small drop or if it was a start to a large drop in the number of arrivals.

Ans 4

The statistics below prove that the small drop in 2009 was only a minor change in tourist arrivals.

The information conveys that the visitor arrivals grew in 2010 and then continued to grow more in 2011. There was a 16.4% increase taking the number of arrivals up to the 40 million mark. This suggests that the speed of growth was very fast. There was an increase in the average hotel occupancy rate by 2% which could suggest that a higher percentage of inbound tourists visited for leisure of business rather than VFR as VFR are more likely to stay in a family/friends house. As the number of money spent also increased, this reinforces that tourists travelling for VFR is not as much as leisure and business as accommodation and food is normally free for them.

Ans 4

### Tourism Performance

#### Tourism Performance in 2011

In 2011, Hong Kong received a record-high of 42 million visitors from around the world, a remarkable increase of 16.4% over 2010. It is also the first time that the number of arrivals surpassed the 40 million mark. The appreciation of most major currencies against Hong Kong dollar and the improving travel sentiment have fueled the impressive performance.

The table below summarises Hong Kong's tourism performance in 2011 -

	2011	vs. 2010
Total visitor arrivals	41 921 310	+16.4%
- Overnight arrivals	22 316 073	+11.1%
- Same-day arrivals	19 605 237	+23.0%
Average hotel occupancy rate	89%	+2% points
Average achieved hotel room rate	HK\$1,356	+16.4%
Average length of stay of overnight visitors	3.6 nights	No change
Overnight visitor per capita spending	HK\$7,333	+9.0%
Total Tourism Expenditure Associated to Inbound Tourism	HK\$253.0 billion	+20.5%

Source: Hong Kong Tourism Board

Ans.

[http://www.tourism.gov.hk/english/statistics/statistics\\_perform.html](http://www.tourism.gov.hk/english/statistics/statistics_perform.html)



### Butler's life cycle-Andorra

The Butler's Life Cycle in Andorra cannot fully achieve all of the stages of development that are proposed. Andorra very much does pass the exploration stage. The majority of the countries are mountains which is why at that point, there was little tourist infrastructure that was built. There were mainly scattered villages where people live that still exist today. Tourists, mainly backpackers, travelled to Andorra in search of adventure or an alternative

Ans 4

type of tourism. They sorted out their own arrangements for travel as there were only a few, if not any, tourist operators that offered Andorra as a tourist destination. Local people played little part in promoting the tourism in Andorra; instead they maintained normal life. This subsequently created no social or economic affects. Lack of tourist promotion meant that the number of tourist arrivals were not many.

Andorra also fits into the involvement stage of the cycle. As more independent travellers and backpackers travelled to Andorra, the locals couldn't keep disconnected from the tourists. They accepted that inbound tourism was becoming more of the norm and therefore began to take part. Residents in the popular tourist areas provided independent facilities such as bed and breakfast accommodation, food tourist guides as well as local shops. The locals promoted the country of Andorra and promoted it through what they had to offer. The involvement stage resulted in Andorra becoming a more of a popular tourist resort as the number of tourist arrivals started to increase.

The development stage is achieved by Andorra fairly easily. Companies and business who are part of the travel and tourism sector acknowledged that the thriving of Andorra meant that it had the aptitude to become into an established tourist destination. Once it did become into a well know tourist destination, larger international businesses began to open up thus creating a greater economic impact. In other countries, large amounts of infrastructure are built to enhance the development of the resort. However in Andorra, the mountains limit the amount of infrastructure that can be set up. Nevertheless, hotels were still built on the little flat land that there was available. However the fact that Andorra is mainly mountains can be seen as a positive thing. It means that it creates more activities for people such as skiing and hiking. The adventurous leisurely activities subsequently sparked competition between tour operators who then started to offer package deals to Andorra at cheap prices.

The passing of the consolidation stage on the Butlers Life Cycle varies in the different places in Andorra. The Consolidation stage is when the economy is controlled by tourism. Many local residents will be working in tourism and most of their money will derive from working in this sector. However with the popularity increasing and more infrastructures needing to be set up, companies working on the country's development will have to buy land belonging to local people and business such as fishing and farming industries will be sold. The country subsequently begins to lose their traditional lifestyle is by the entire country. Expansion continues which results in the number of inbound tourists slowly starting to drop. However, not all of the mentioned above applies to the entire country of Andorra. Areas where the land is not as mountainous as other areas can reach the consolidation stage. However places such as Coma Pedrosa, which is in the northwest of Andorra near Arinsal, has the highest mountains in the country. This means large amounts of infrastructure cannot possibly be set up due to the fact that there is limited land to build on. Therefore, the decline of Andorra cannot be because of the overdevelopment as overdevelopment cannot even take place.

## Butler's life cycle-Hong Kong

Hong Kong is also on the consolidation stage on the Butler's life cycle. Most of the city is tourism orientated and a large amount of money earned by the city is through tourism. There are many local people that earn their income by working in the tourism industry. However as more international businesses set up in Hong Kong, more local businesses have to close down as they sell their land in order for infrastructure to be built. In many resorts, when large amounts of infrastructure are built, it can become an eyesore. However most of the buildings, even if they are not attractions such as the Lippo Centre (office towers) which are built to look like koalas hanging from trees, attract tourists due to the visual appeal of the buildings. Too much development can result in fewer inbound tourists. However in Hong Kong there is still a large amount of tourists visiting the country. I feel that this is because Hong Kong hasn't reached the stagnation stage. This is because, though there is a large amount of buildings and expansion of infrastructure, the dominating cultural heritage and attractions of Hong Kong stops the city from reaching the declining stage.

## Factors affecting popularity in Andorra

The main factor affecting the popularity is what it has to offer in terms of landscape. The mountainous land means that it is a constant target for adventure tourism. As adventure tourism is on the rise, the mountains in Andorra become a focus for adventure tourists. However the landscape also appeals to the more relaxed tourists who are not enticed by adventure and adrenaline. Without the Pyrenees Mountains, Andorra would not be popular as it is. The contrast of what Andorra has to offer in the winter compared to what they have in the same varies so much that tourists enjoy the dissimilarity of the tourist attractions available at different times of the year. This is a positive factor that affects the popularity of Andorra due to the fact that the landscape entices tourists of different tastes. ASW

On the other hand, the landscape does also limit the number of tourists creating a negative effect on the popularity of Andorra. Yes, the landscape may be beautiful and enticing; however it does create a barrier for the country to create other attractions that are just as enticing. It also creates a barrier for enhancing the accessibility. The amount of space is restricted and therefore airports or train services cannot be built. The Pyrenees Mountains dominates most of the country leaving little space to bring in inbound tourists through another way other than through the landscape. This links to the size which is also another factor that creates the same effect. Limited space means limited infrastructure which means less numbers of arrivals. Therefore we can say that though the landscape can affect popularity positively, it can also affect the popularity negatively.

The amount of tax in Andorra is extremely important in terms of Andorra's popularity. Many tourists visit Andorra for skiing; however shopping is just as popular. The low tax means that duty free shops are extremely cheap compared to many other countries in Andorra. There are

many tourists that purely visit Andorra due to the economical tax position that they are in, hence the nickname of Andorra as the 'tax haven'. Therefore this is a positive factor as it increases the popularity greatly. It also gives tourists more choice of things to do in Andorra than just undertaking the activities related to the mountains.

When looking at the media coverage of Andorra compared to other countries, we can say that Andorra has a lack of coverage. We cannot make a decision as to whether they have positive or negative media coverage as there is little information to go by. This in itself is a factor affecting the popularity. The fact that there is no media coverage means that there may be many people who know little about Andorra. It is not visited by large amounts of people therefore word of mouth cannot fully take place. This links in with the idea of tour operators not promoting small landlocked countries like Andorra compared to countries in the Caribbean or Europe. If people are not informed, less people will visit the country meaning it is not as popular as other resorts. This is a negative factor because the lack of coverage means people rule out Andorra as a tourist resort as they don't have enough information to fully understand what Andorra has to offer.

However we could also say that the fact that there is no media coverage is a positive factor. The media has not reported serious crimes, disasters, hazards or unrest. This can influence people's decisions about visiting Andorra in a positive way. The lack of media coverage can convey to tourists that Andorra is a safe and reliable country to visit due to the fact that there have been no major stories about it. This heightens peoples trust in Andorra and therefore has a positive effect on the popularity of the country

## Factors affecting popularity in Hong Kong

One of the factors that affect the popularity, and also one of the most important, is the price. The price of accommodation and attraction costs a lot for tourists due to how developed it is.

<http://www.infoplease.com/world/statistics/most-expensive-cities-2008.html>

The list on the right states the most expensive cities in the world. In 2007, Hong Kong was the 5<sup>th</sup> most expensive but this then moved down a place in 2008 as it was ranked the 6<sup>th</sup> most expensive. This proves that visiting Hong Kong will be costly for tourists due to how advanced they are compared to other cities around the world.

However in 2010, the ranking went down to the 9<sup>th</sup> most expensive. This is not because Hong Kong is

Rankings		City
March 2008	March 2007	
1	1	Moscow, Russia
2	4	Tokyo, Japan
3	2	London, United Kingdom
4	10	Oslo, Norway
5	3	Seoul, South Korea
6	5	Hong Kong, Hong Kong
7	6	Copenhagen, Denmark
8	7	Geneva, Switzerland
9	9	Zurich, Switzerland
10	11	Milan, Italy
11	8	Osaka, Japan

*Ben*

getting cheaper; it is because other cities are getting more expensive. More and more development is being introduced to attract tourists, and subsequently it is working.

Though Hong Kong is getting more expensive, tourists still view the city as a popular destination. People are prepared to pay large amounts of money to visit Hong Kong for their holiday.

<http://www.infoplease.com/world/statistics/most-expensive-cities.html>

Rankings	
2010	City
1	Luanda, Angola
2	Tokyo, Japan
3	Ndjamena, Chad
4	Moscow, Russia
5	Geneva, Switzerland
6	Osaka, Japan
7	Libreville, Gabon
8	Zurich, Switzerland
9	Hong Kong, Hong Kong
10	Copenhagen, Denmark

Business is another factor that affects the popularity of Hong Kong. As there are many international businesses that run in the city such as HSBC, business people from around the world go to Hong Kong for their specific business purpose. As the city is advanced financially, they have the ability to provide facilities for different types of tourists including people travelling for business. This affects the popularity because the more business the city get, the more they benefit economically. They can then use the money to advance more and attract more tourists and make the destination more popular. This then becomes into a never-ending circle. Therefore, we can conclude saying that business affects the popularity of Hong Kong due to the fact that it has a positive impact on the city's financial state.

The growth in short breaks has been another positive factor affecting the popularity. People visit Hong Kong and generally stay for 3-4 days either just to visit Hong Kong or whilst visiting mainland China. Tourists much prefer a short holiday as it is more practical and package holidays promoting short breaks are more popular than longer holidays. Hong Kong is one of the perfect destinations for a short break which is what makes it so popular with tourists.

The analysis (*right*) is taken from a report on Hong Kong's travel and tourism. It proves that Hong Kong is a short break destination rather than long break destination for people living in Asia.

<http://www.euromonitor.com/travel-and-tourism-in-hong-kong-china/report>

#### EXECUTIVE SUMMARY

##### Hong Kong tourism soars

Travel and tourism in Hong Kong rebounded in 2010 as the global economy started to recover in the last quarter of 2009 and its relationship with mainland China, as well as its close proximity, aided its performance. Arrivals from most Asian countries achieved double-digit growth in 2010 as travellers continued to prefer short-haul trips for overseas holidays. However, there was an increasing trend towards mid-priced and luxury holidays as consumer confidence

## Future predictions- Andorra

From looking at all of the statistics, Andorra has been slowly decreasing through the years. I feel that it will continue to decrease as tourists will decide to visit elsewhere. Other skiing resorts such as the Andes are becoming more popular and larger resorts like these dominate the skiing available in Andorra in terms of size and other attractions. Therefore I feel that it will continue to decrease in the future.

However I believe that if our current economic climate continues and the UK goes into further recession, then tourists will visit Andorra instead of the other skiing resorts. Not only because it is cheaper, but also because of the cheap shopping. If Andorra continues to be a 'tax haven' Andorra may become more popular in the future.

Additionally, Andorra may grow in popularity in the future depending on the surrounding countries. Both France and Spain are becoming increasingly popular with tourists. This screenshot is taken from a website that is stating that the top two cities in the world that should be visited are Paris and Barcelona. Both of these cities are situated in Andorra's surrounding countries. Many tourists that visit France or Spain do tend to visit Andorra as part of their holiday. Therefore if the popularity of France and Spain continues to grow in the future, then subsequently the popularity in Andorra may also increase.

[http://travel.usnews.com/Rankings/Worlds\\_Best\\_Vacations/](http://travel.usnews.com/Rankings/Worlds_Best_Vacations/)



### Paris

[Paris Photos](#) | [Best Hotels in Paris](#)

Belongs on list?  
YES NO  
5111 2176

**Why go:** Year after year, the magnetic City of Lights draws new travelers to its Eiffel Tower, Louvre and Notre Dame -- but Paris also keeps experienced travelers coming back for more. See, there's always a new Michelin-rated restaurant to try, a new exhibit to see at the Centre Pompidou or a new shop in which to swipe your credit card. And we can't discount Paris' *je ne sais quoi* charm that's unexplainable but also unmistakable.

**Read on:** [Top Things to Do in Paris >>](#)



### Barcelona

[Barcelona Photos](#) | [Best Hotels in Barcelona](#)

Belongs on list?  
YES NO  
4849 1676

**Why go:** Known around the world for its legendary *fútbol* team, Barcelona boasts much more than just athletic talent. Touring the city is a feast for the eyes: Visitors walk past medieval architecture in the Barri Gotic and the innovative creations of Gaudi in Parc Guell. Matching Paris' Notre Dame with its own Sagrada Família, Barcelona puts itself near the top of this list with a fun-loving spirit and creative ambition.

**Read on:** [Top Things to Do in Barcelona >>](#)

## Future predictions- Hong Kong

Throughout the years, the number of inbound tourist in Hong Kong has continued to grow. It is highly likely that it will still continue to grow in the future. This is mainly because of its financial state. Hong Kong is developing financially and just like the rest of China, the city is becoming the international centre for businesses as well as tourists. If Hong Kong continues to be in a positive financial state, the number of tourists will also continue to increase. However if Hong Kong become stronger in this economic climate, and other countries like the UK start to crumble, the number of tourists visiting Hong Kong may decrease as it may become too expensive.

The WTO Tourism 2020 vision states that the number of tourists in 2020 will be more than twice the number of arrivals in 2010. I feel that the reason for this increase will mainly be down to business. The development of international businesses in Hong Kong will result in more international tourists in the future.

B4

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## Bibliography

Links	Did I find it useful?
<a href="http://mapsof.net/uploads/static-maps/world_political_map.png">http://mapsof.net/uploads/static-maps/world_political_map.png</a>	Yes as it gave me a clear detailed map of the entire world.
<a href="http://www.greece-map.net/europe/europe-map.gif">http://www.greece-map.net/europe/europe-map.gif</a>	This map was also useful as I got my image from this website.
<a href="http://i.infoplease.com/images/mapasia.gif">http://i.infoplease.com/images/mapasia.gif</a>	The website from where I got my map from.
<a href="http://www.hotels-europe.com/info-countries/andorra/andorra.jpg">http://www.hotels-europe.com/info-countries/andorra/andorra.jpg</a>	This website gave me the image for my map and gave a clear picture of the whole of Andorra.
<a href="http://www.chinapage.com/map/province-english.jpg">http://www.chinapage.com/map/province-english.jpg</a>	The website that I got my map from.
<a href="http://geology.com/world/hong-kong-map.gif">http://geology.com/world/hong-kong-map.gif</a>	The website provided a clear image of the map, but could have made the names of the Islands clearer.
<a href="http://www.joaoleitao.com/travel/andorra/touristic-map-andorra/">http://www.joaoleitao.com/travel/andorra/touristic-map-andorra/</a>	This website gave me the internal map I needed.
<a href="http://www.1activeholidays.com/images/piste/andorra_map.jpg">http://www.1activeholidays.com/images/piste/andorra_map.jpg</a>	One of my maps was from this website.
<a href="http://images.chinahighlights.com/city/hong-kong/hong-kong-tourist-map-b.jpg">http://images.chinahighlights.com/city/hong-kong/hong-kong-tourist-map-b.jpg</a>	This was extremely useful as the map was extremely detailed.
<a href="http://www.encyclopedia.com.pt/articles.php?article_id=113">http://www.encyclopedia.com.pt/articles.php?article_id=113</a>	The graph was helpful, but the rest of the website wasn't as it was in another language.
<a href="http://www.andorra.climatetemp.info/">http://www.andorra.climatetemp.info/</a>	It was useful as it gave me facts about the climate. The graphs were confusing and were not useful.
<a href="http://www.worldtravelguide.net/andorra/weather">http://www.worldtravelguide.net/andorra/weather</a>	Yes as it gave me only a little information about the climate.
<a href="http://en.wikipedia.org/wiki/Geography_of_Andorra">http://en.wikipedia.org/wiki/Geography_of_Andorra</a>	Yes as it gave me details about the climate.
<a href="http://www.hongkongclimate.com/wp-content/uploads/2010/04/hong-kong-climate-graph-degrees-celsius.jpg">http://www.hongkongclimate.com/wp-content/uploads/2010/04/hong-kong-climate-graph-degrees-celsius.jpg</a>	Yes as it gave me the map I needed for the climate of china.

<a href="http://www.travelchinaguide.com/climate/hongkonghttp://www.china-travel-guide.com/climate.htm">http://www.travelchinaguide.com/climate/hongkonghttp://www.china-travel-guide.com/climate.htm</a>	This website gave me information on climate.
<a href="http://www.china-travel-guide.com/climate.htm">http://www.china-travel-guide.com/climate.htm</a>	Most of my information was from this website
<a href="http://wikitravel.org/en/Andorra">http://wikitravel.org/en/Andorra</a>	This website gave me information on getting around Andorra.
<a href="http://www.seat61.com/Andorra.htm">http://www.seat61.com/Andorra.htm</a>	Ye it was as it provided me a lot of details about the accessibility.
<a href="http://www.facts-about-hong-kong.com/Hong-Kong-MTR.html">http://www.facts-about-hong-kong.com/Hong-Kong-MTR.html</a>	I got my picture from this website.
<a href="http://www.discoverhongkong.com/eng/trip-planner/access_transportation-hk.html">http://www.discoverhongkong.com/eng/trip-planner/access_transportation-hk.html</a>	This website gave me information on accessibility.
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<a href="http://en.wikipedia.org/wiki/Category:Airports_in_Hong_Kong">http://en.wikipedia.org/wiki/Category:Airports_in_Hong_Kong</a>	This website was useful as it gave me information about the number of airports.
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<a href="http://www.travelrepublic.co.uk/hotels/andorra/andorra_arinsal/cheap_rates_princesa_park_hotel.html?mkid=79506888&amp;aid=1&amp;gclid=CMSm8KjD9KsCFUEPfAodNVw20g">http://www.travelrepublic.co.uk/hotels/andorra/andorra_arinsal/cheap_rates_princesa_park_hotel.html?mkid=79506888&amp;aid=1&amp;gclid=CMSm8KjD9KsCFUEPfAodNVw20g</a>	This website gave me the image of the hotel. However the picture is not very clear.
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<a href="http://www.metrolic.com/travel-guides-andorra-159787/">http://www.metrolic.com/travel-guides-andorra-159787/</a>	The picture I needed was from this website.
<a href="http://www.yourandorra.com/photographs.php">http://www.yourandorra.com/photographs.php</a>	This is where I got the picture from.
<a href="http://www.discoverhongkong.com/eng/attractions/outlying-giant-buddha.html">http://www.discoverhongkong.com/eng/attractions/outlying-giant-buddha.html</a>	This was useful as it gave me the information I needed for one of the features.
<a href="http://www.thepeak.com.hk/en/1_2_1.asp">http://www.thepeak.com.hk/en/1_2_1.asp</a>	This website also gave me a lot of information.
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<a href="http://www.cyberandorra.com/wiki/en/andorra-ski">http://www.cyberandorra.com/wiki/en/andorra-ski</a>	Some of the detail I needed



## Venice's vanishing population

Venice may have stood for hundreds of years, but its population is recycled every few days as tourists come and go. For residents, such an influx is edging them out, reports the BBC's Christian Fraser from the Italian city.

Mattia Baseggio runs a guesthouse in Venice: Number 3749, Sestriere di Cannaregio.

It is one of the great peculiarities of Venice: locals do not follow street names - they follow numbers and neighbourhoods.



The guesthouse at no 3749 has a splendid view

The guesthouse oozes all the history and charm you would expect of a Venetian house.

It has been lovingly restored by Mattia's wife, an architect, and filled with the family antiques.

It has a splendid private garden in which the guests have their breakfast and it looks out over the Ponte Chiodo, the only remaining bridge of its kind in Venice.

It is a perfect place for a holiday.

### Prices soaring

But Mattia's bed-and-breakfast was once a private house. It has been converted from two empty family apartments that had been left to ruin.

Many of the families who lived in Venice for generations are moving out.

House prices are impossibly high - empty apartments and buildings have been snapped up by wealthy hoteliers - and young people can no longer afford the cost of living.



The tourist population of Venice changes every few days

"Almost half my friends have disappeared," said Mattia. "This is now one of the only ways to earn a living in Venice.

"The easiest thing to do here is to run a guesthouse. If you want a profession or a career you have to move away."

Over the past 50 years, thousands have taken part in this collective disappearing act.

The population of the historic centre of Venice has fallen from 171,000 residents in 1951 to fewer than 62,000.

Officials say the exodus shows no signs of abating - another 8,000 are predicted to follow in the next 10 years.

But as Venetians leave, the tourists continue to arrive. Eighteen million tourists come to Venice every year.

**“This is becoming a city solely for tourism. Venice is becoming a museum”**

Mattia Baseggio

It is impossible to get onto a Vaporetto river-bus without finding it packed with suitcases and tourists.

"Some of them come looking for the real Venice," said Mattia. "But 80% of them come for a day, visit St Mark's and disappear. They miss the very essence of Venice. And it's a culture that is fast disappearing."

There is no hiding the changes around Venice. Shops are disappearing. Some neighbourhoods now have no grocery shops for local residents.

Souvenirs fill the old Ritz cinema. There used to be 10 cinemas in the centre of Venice, but now there is just one.

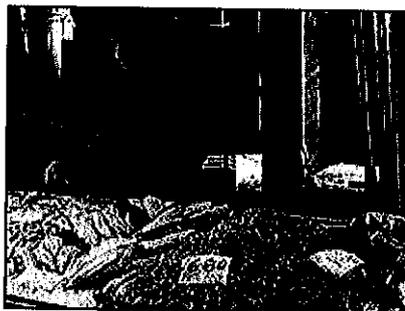
The city is swamped with high-priced designer shops, which might interest the day-tripper, but are of little use to people who live in the city.

### State help

"People have been leaving Venice since the 50s," says Venice Mayor Massimo Cacciari.

"It is nothing new. But the population is now so small it's critical we address the reasons why they are leaving.

"We have to protect their way of life. We have to guarantee cheaper houses, we have to tackle the traffic problems on the canals, we have to improve public services.



Many of Venice's grocers are packing up and leaving

"It can only be done if the state contributes and if it provides extraordinary finance to protect our buildings and our culture."

Today a 100-sq-m (1,000-sq-ft) apartment in Venice sells for up to 800,000 euros (\$1m; £540,000).

The council is trying to build cheaper housing. They have set

out three areas of the city for the development of houses which will be rented to middle-class families.

But it is a difficult balance.

Venice can no longer exist without its tourists as they are the main source of income.

And in a city that faces a constant battle against rising water levels, it is money that is desperately needed.

"We must have the tourists," said Mr Cacciari. "We want them to keep coming.

"But it is not enough. This is becoming a city solely for tourism. Venice is becoming a museum."

# Appendix 1

Tourist arrivals by country. Definition, graph and map.

29/11/2010 10:27

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(\* = Graphable)

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## Economy Statistics > Tourist arrivals (most recent) by country

Showing latest available data.

Rank	Countries	Amount	
# 1	<a href="#">France</a> :	67,310,000	
# 2	<a href="#">United States</a> : ← orlando	47,752,000	
# 3	<a href="#">Spain</a> :	43,252,000	
# 4	<a href="#">Italy</a> : ← Venice	34,087,000	
# 5	<a href="#">United Kingdom</a> :	25,515,000	
# 6	<a href="#">China</a> :	23,770,000	
# 7	<a href="#">Poland</a> :	19,520,000	
# 8	<a href="#">Mexico</a> :	19,351,000	
# 9	<a href="#">Canada</a> :	17,636,000	
# 10	<a href="#">Hungary</a> :	17,248,000	
# 11	<a href="#">Czech Republic</a> :	16,830,000	
# 12	<a href="#">Germany</a> :	15,837,000	
# 13	<a href="#">Russia</a> :	15,350,000	
# 14	<a href="#">Greece</a> :	10,070,000	
# 15	<a href="#">Turkey</a> :	9,040,000	
# 16	<a href="#">Ukraine</a> :	7,356,000	
# 17	<a href="#">Thailand</a> :	7,294,000	
# 18	<a href="#">Singapore</a> :	6,531,000	
# 19	<a href="#">Malaysia</a> :	6,211,000	
# 20	<a href="#">Belgium</a> :	6,037,000	
# 21	<a href="#">Ireland</a> :	5,557,000	
# 22	<a href="#">South Africa</a> :	5,437,000	
# 23	<a href="#">Indonesia</a> :	5,185,000	
# 24	<a href="#">Argentina</a> :	4,540,000	
# 25	<a href="#">Tunisia</a> :	4,263,000	
# 26	<a href="#">Japan</a> :	4,218,000	
# 27	<a href="#">Croatia</a> :	3,834,000	
# 28	<a href="#">Egypt</a> :	3,657,000	
# 29	<a href="#">Saudi Arabia</a> :	3,594,000	
# 30	<a href="#">Morocco</a> :	3,072,000	

## Appendix 12

Venice is stepping up a campaign against badly behaved tourists in an effort to reduce friction between its residents and the 20 million people who visit the city each year.

Having declared war on the pigeons which have become synonymous with St Mark's Square, the city has launched a fresh set of initiatives to try to keep the ravages of mass tourism at bay.

Large posters asking visitors to Tenere La Città Pulita (Keep the City Clean) are to be posted in prominent spots, the city's "clean-up tsar", Augusto Salvadori, announced this week.

Shocked by the often boorish behaviour of tourists, Venetians are reminding visitors using vaporetti (water buses) to give up their seats for elderly people and pregnant women, and urging backpackers to remove their unwieldy rucksacks before boarding.

Foreign fare dodgers will also be targeted, said Mr Salvadori, who as councillor for tourism has been charged with improving "public decorum" in Venice. "The fight against fare dodgers will be unrelenting," he said. "You won't be able to board without showing your ticket, and we're studying the possibility of installing turnstiles."

The moves are the latest phase of a campaign started in 2006 to spruce up the city's image and clamp down on unacceptable tourist behaviour. A group of young women called City Angels aims to stop visitors dangling their feet in fountains, walking around shirtless and throwing food wrappers on the ground.

"They wander about without their T-shirts on as if they're on the beach, rather than in a historic city," said a city official who asked not to be named. "Tourism has a huge impact on Venice - there are 60,000 inhabitants but 20 million tourists. It's a matter of trying to get along together."

Venice authorities also want to deter people from lowering the tone by eating fast food and packed lunches in popular locations such as St Mark's Square.

Mr Salvadori has scored a number of successes since the city launched its crusade against bad manners, litterbugs and uncouth conduct. A ban on street vendors selling grain has led to a significant decrease in the estimated 20,000 pigeons in St Mark's Square.

The birds' acidic droppings threaten Venice's exquisite Renaissance palazzi, fountains and statues.

Source - the UK Daily Telegraph

Said Angelo Carraro, Venetian and UK Travel industry stalwart: "And what will Mr Salvatore do to fare dodgers? If it was up to me, they'd spend 8 years chained to one of the oars of one of La Serenissima's galleys on their next voyage out of the Arsenale"



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## The World's Top Tourism Destinations (international tourist arrivals)

2006 rank	Country	Arrivals (millions)		Percent change 2005/2004	Percent change 2006/2005
		2005	2006		
1.	France	75.9	79.1	1.0%	4.2%
2.	Spain	55.9	58.5	6.6	4.5
3.	United States	49.2	51.1	6.8	3.8
4.	China	46.8	49.6	12.1	6.0
5.	Italy	36.5	41.1	-1.5	12.4
6.	United Kingdom	28.0	30.7	9.2	9.3
7.	Germany	21.5	23.6	6.8	9.6
8.	Mexico	21.9	21.4	6.3	-2.6
9.	Austria	20.0	20.3	3.0	1.5
10.	Russian Federation	19.9	20.2	0.2	1.3

Source: World Tourism Organization (WTO). Web: <http://www.world-tourism.org/>

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# Appendix 8

International Tourist Arrivals						
Rank	Series	million		Change (%)		
		2008	2009*	08/07	09*/08	
1	France	TF	79.2	74.2	-2.0	-6.3
2	United States	TF	57.9	54.9	3.5	-5.3
3	Spain	TF	57.2	52.2	-2.5	-8.7
4	China	TF	53.0	50.9	-3.1	-4.1
5	Italy	TF	42.7	43.2	-2.1	1.2
6	United Kingdom	TF	30.1	28.0	-2.4	-7.0
7	Turkey	TF	25.0	25.5	12.3	2.0
8	Germany	TCE	24.9	24.2	1.9	-2.7
9	Malaysia	TF	22.1	23.6	5.1	7.2
10	Mexico	TF	22.6	21.5	5.9	-5.2

Orlando →  
Venice →

Source: World Tourism Organization (UNWTO) ©

\* = percentage derived from series in US\$ instead of local currency

International Tourism Receipts							
Rank		US\$				Local currencies	
		billion	Change (%)	Change (%)	Change (%)	Change (%)	
		2008	2009*	08/07	09*/08	08/07	09*/08
1	United States	110.0	93.9	13.5	-14.6	13.5	-14.6
2	Spain	61.6	53.2	6.9	-13.7	-0.4	-9.0
3	France	56.6	49.4	4.2	-12.7	-2.9	-7.9
4	Italy	45.7	40.2	7.2	-12.0	-0.1	-7.2
5	China	40.8	39.7	9.7	-2.9	9.7	-2.9(\$)
6	Germany	40.0	34.7	11.1	-13.3	3.5	-8.5
7	United Kingdom	36.0	30.0	6.7	-16.6	1.6	-1.6
8	Australia	24.8	25.6	11.0	3.4	10.7	11.2
9	Turkey	22.0	21.3	18.7	-3.2	18.7	-3.2(\$)
10	Austria	21.6	19.4	15.5	-10.1	7.6	-5.2

(Data as collected by UNWTO, August 2010)

## Regional Results

### Europe – nearby markets proved more resistant

Out of all the regions in the world, Europe's tourism sector, the world's largest and most mature, has been the hardest hit by the recession. The region, which accounted for 52% of international tourist arrivals and 48% of international tourism receipts in 2009, saw arrivals decrease by 6% to 460 million, while receipts declined 7% in real terms to US\$ 413 bn (euro 296 billion).

Destinations in Central and Eastern Europe were particularly badly hit, while results in Western, Southern and Mediterranean Europe were relatively better. Many countries in Central and Eastern Europe have been more severely affected by the economic recession and are finding the return to growth more difficult. Overall, arrivals in the subregion are estimated to have fallen by 10%.

Nevertheless, a few European destinations still succeeded in posting positive results: Hungary (+3%), Sweden (+3%), Turkey (+2%) and Italy (+1%). Various other European destinations with easy access over land from nearby markets, such as Croatia (-1%), the Netherlands (-2%), Germany (-3%), Austria (-3%) and Switzerland (-4%), also did better than the region's average. Among the more affected in 2009 were destinations within the euro area and with a marked reliance on the UK source market such as Cyprus (-11%) and Spain (-9%), which suffered the impact of a historically weak UK pound. France, the world's first destination by arrivals, and Greece (both -6%) just matched the trend for the region.

Major destinations	Series <sup>1</sup>	International Tourist Arrivals					International Tourism Receipts				
		(1000)	Change (%)	Share (%)	(US\$ million)	Share (%)					
		2007	2008	2009*	08/07	09*/08	2009*	2007	2008	2009*	2009*
Europe		485,411	487,616	460,103	0.5	-5.6	100	435,350	473,665	413,082	100
Austria	TCE	20,773	21,935	21,355	5.6	-2.6	4.6	18,695	21,587	19,404	4.7
Belgium	TCE	7,045	7,165	6,814	1.7	-4.9	1.5	10,989	11,762	9,801	2.4
Bulgaria	TF	5,151	5,780	5,739	12.2	-0.7	1.2	3,550	4,204	3,728	0.9
Croatia	TCE	9,307	9,415	9,335	1.2	-0.9	2.0	9,254	10,971	8,880	2.1
Cyprus	TF	2,416	2,404	2,141	-0.5	-10.9	0.5	2,685	2,737	2,162	0.6
Czech Rep	TCE	6,680	6,649	6,081	-0.5	-8.5	1.3	6,383	7,207	6,478	1.6
Finland	TF	3,519	3,583	3,423	1.8	-4.5	0.7	2,837	3,208	2,820	0.7
France	TF	80,853	79,218	74,200	-2.0	-6.3	16.1	54,273	56,573	49,398	12.0
Germany	TCE	24,420	24,886	24,224	1.9	-2.7	5.3	36,038	40,021	34,709	8.4
Greece	TF	16,165	15,939	14,915	-1.4	-6.4	3.2	15,513	17,114	14,506	3.5
Hungary	TF	8,638	8,814	9,058	2.0	2.8	2.0	4,721	5,935	5,631	1.4
Ireland	TF	8,332	8,026	7,189	-3.7	-10.4	1.6	6,066	6,294	4,890	1.2
Israel	TF	2,068	2,572	2,321	24.4	-9.7	0.5	3,095	4,144	3,634	0.9
Italy	TF	43,654	42,734	43,239	-2.1	1.2	9.4	42,651	45,727	40,249	9.7
Kazakhstan	TF	3,876	3,447	3,118	-11.1	-9.5	0.7	1,013	1,012	963	0.2
Netherlands	TCE	11,008	10,104	9,921	-8.2	-1.8	2.2	13,305	13,342	12,365	3.0
Norway	TF	4,377	4,347	4,346	-0.7	0.0	0.9	4,522	4,911	4,204	1.0
Poland	TF	14,975	12,960	11,890	-13.5	-8.3	2.6	10,599	11,768	9,011	2.2
Portugal	TF	12,321						10,145	10,943	9,650	2.3
Russian Federation	TF	20,605	21,566	19,420	4.7	-10.0	4.2	9,447	11,819	9,297	2.3
Spain	TF	58,666	57,192	52,231	-2.5	-8.7	11.4	57,645	61,628	53,177	12.9
Sweden	TCE	5,224	4,728	4,875	-9.5	3.1	1.1	11,997	12,494	12,100	2.6
Switzerland	THS	8,448	8,608	8,294	1.9	-3.7	1.8	12,181	14,408	13,945	3.4
Turkey	TF	22,248	24,994	25,506	12.3	2.0	5.5	18,487	21,951	21,250	5.1
Ukraine	TF	23,122	25,392	20,741	9.8	-18.3	4.5	4,597	5,768	3,576	0.9
United Kingdom	TF	30,871	30,142	28,033	-2.4	-7.0	6.1	38,602	36,028	30,038	7.3

Source: World Tourism Organization (UNWTO) ©

(Data as collected by UNWTO, August 2010)

<sup>1</sup> See note on page 7

Venice →

## Top Ten Honeymoon Destinations, 2009

The following table lists the top ten honeymoon destinations of 2009, according to *Modern Bride* magazine.

1.	Italy
2.	Hawaii
3.	Tahiti
4.	France
5.	Greece
6.	Bali
7.	Mexico
8.	Fiji
9.	Maldives
10.	St. Lucia

← Venice

Source: The Annual Honeymoon Survey (of travel agents), *Modern Bride* magazine, 2009.

## The World's Top Tourism Destinations

*(International tourist arrivals)*

The following table shows the top ten tourism destinations according to the number and percent of tourist arrivals in each country during 2008.

2008 rank	Country	Arrivals (millions)		Percent change 2007/2006	Percent change 2008/2007
		2007	2008		
1.	France	81.9	79.3	3.9%	-3.2%
2.	United States	56.0	58.0	9.8	3.6
3.	Spain	58.7	57.3	1.1	-2.3
4.	China	54.7	57.3	1.1	-3.1
5.	Italy	43.7	42.7	6.3	-2.1
6.	United Kingdom	30.9	30.2	0.7	-2.2
7.	Ukraine	23.1	25.4	22.1	9.8
8.	Turkey	22.2	25.0	17.6	12.3
9.	Germany	24.4	24.9	3.6	1.9
10.	Mexico	21.4	22.6	0.1	5.9

← Orlando

← Venice

## Travel Destinations

### Venice

#### Overview of Statistics

In reference to both appendix 2 and 3 Italy (the country where Venice is situated in) is ranked No 5. The figures in appendix 3 show that the international arrivals in 2005 were 36.5 million and this increased to 41.1 million. Then in reference to appendix 2 the figure continued increasing from 41.1 million arrivals to 43.7 million in the year 2007, then in the year 2008 the number of arrivals dropped to 42.7 million. As a general overview the popularity of Italy has increased over the years where most recently in the year 2008 there has been a slight incline in the tourist arrival. However, in appendix 8 the tourist arrivals that dropped in 2008 increase from 42.7 in 2008 to 43.2 million in the year 2009.

Ad4

Also appendix 1 shows Italy moves up to rank 4, which shows that there has been an increase in popularity to the destination. However it is evident from appendix 1, 2 and 3 that Italy is a popular destination because according to the statistics it is one of the top 10 tourism destinations. In appendix 2 Italy has been ranked number 1 as the top ten honeymoon destination of 2009, this is the most recent evidence and it clearly suggests that amongst 'Customer Types' this destination is more popular with adults, (young couples), (Older couples) ect.

Overall in appendix 8, according to the figures that the table reveals, it is evident that the number of tourist arrivals is big in terms of other destinations in Europe. The numbers of tourist arrivals from the year 2005 have been increasing gradually with a slight drop in 2008 and then back to increasing in the year 2009. This shows that Italy is a growing popular destination with a high volume of tourist arrivals.

#### Butler's life cycle

Venice is at the 5<sup>th</sup> stage in the butler's life cycle; Stagnation, the statistics clearly show that Venice has very high volumes of tourists each year for example in 2007 there were 50,000 tourists estimated in a day, and gradually the tourists have been increasing over the years. Therefore the peak numbers have reached. However there is a growing awareness of negative environmental, ecological, and demographic and socio economic issues.

Due to the city being situated on a lagoon, the city is defined by canals, and islands and the city itself has been stopped from expanding as not only the physical infrastructure of the city is sinking into the sea, the climate change is very likely to bring the water levels up being a major threat to the existence of the city. Meanwhile, the industry is also declining and manufacturing jobs in the city are being outsourced to countries such as China.

As4.

According to the Venice report produced by British charity Venice in Peril has clearly shown the problems Venice is facing, the statistics they produced show that in 2009 The resident population of Venice was just 60,209, this was a decline of more than 60 percent since the year 1952. Yet in 2007 the city attracted 16.6 million tourists. Therefore the city has become too commercialised and caused the residents to leave the city to the mainland.

One reason why Venice faces such problem is because many tourists come to Venice on tour buses and spend little or no money at all on hotels and restaurants. Moreover, tourism adds to the overcrowding in the city and litter.

The government of Venice has considered several proposals to control the traffic flows in Venice such as including issuing one day passes and valid for items such as car parks and canal transport in order to prevent tourists from waiting on long lines. Another innovative was to have computer hook-ups that allow potential visitors to know how crowded the city is. These measures have been discussed and thus indicate the severity of the problem.

Furthermore, they also proposed a computerized system to regulate the flow of tourists into Venice and argued that visitors should be charged for a 'Venice-card' to enter the city, thereby bringing revenue. Other measures are also being taken such as appendix 12; a news article shows Venice is stepping up a campaign against badly behaved tourists in an effort to reduce friction between its residents and the 20 million tourists who visit Venice each year. I think the government should ban the big cruise ships this may reduce the largest crowds that come into the city for just the day.

Overflow of tourists has caused overcrowding of the streets, excessive garbage, and destruction of monuments, and causing residents to leave the island at an rate of 1,500 per year. The exposition would double the amount of peak season tourism in Venice, more than likely, doubling the problems associated with tourism.

However, Tourism is the largest source of revenue to the economy of Venice. Therefore bringing in close to one and one half billion per year. This is a benefit to the city as this revenue help to develop, repair and refurbish areas in the city and by doing this it will develop the infrastructure development of the internal features. Due to Venice getting over populated the government has been developing strategies to stop the population from growing, and to minimise the visitor congestion, for example Venice is planning to introduce a new tourist tax for the 20 million visitors who arrive each year by plane, by boat and by train. The government is believed to be discussing this as the revenues that will come from this will help to repair the damage done to its palaces, churches and ancient monuments. This may

help to reduce the tourist numbers and some tourists may not visit Venice as it may get very expensive due to the tax.

The small family owned shops to the larger businesses; the tourism industry generates economic benefits for Venice. The flooding of the polluted canals in and lagoons have been perceived as the greatest environmental threat to Venice, followed by erosion caused by high moisture content in the air. Appendix 13 also shows the growing environmental and economic issues in Venice.

The large numbers of tourists erode buildings and over the years, millions of hands caressing the little statues along the basin in Venice have smoothed them to the point where certain features are virtually unrecognizable. Many of the One-day visitors from the cruise lines contribute little to Venice's economy. Therefore the government should plan to ban these.

Each year an estimated 7 million tourists visit Venice, and the infrastructure is insufficient for the number of visitors. Venice has become overpopulated by too many tourists and suburban flight of residents at a rate of 1,500 residents each year. The population of the actual Venice residents has been reduced because of the lack of jobs, and thus vacated their apartments by selling them to foreigners as vacation homes which has increased real estate prices and damaged the economic infrastructure of small, family-owned shops.

Increasing rents, and in reference to appendix 13; unruly crowds, increasing pollution and a lack of shops except for those catering to tourist have cut the city's population to nearly 62,000 from about 200,000 at the height of Venice's in the 16th century.

Venice is visited primarily for its art history, but the city's attractiveness has been cheapened by the over-crowding on the city's streets and canals. The government are planning strategies to control the flow of tourists. Recently, Venice has witnessed a flood of Eastern Europeans, who arrive by bus and spend little money. City officials reported that one day, 60,000 Czechoslovaks visited the city in 1,200 buses.

Box

In summary, the major environmental problems include the following.

1. Land Pollution: caused largely by the massive amounts of tourists, land pollution is one of the primary areas of concern.
2. Water Pollution: the lagoon has become more polluted due to litter, caused in part by tourist and from illegal sewage dumping from overloaded systems.

3. Air Pollution: bus and car pollution from tourists causes species loss and destruction of monuments, buildings and artwork.

Therefore, this will result in a loss of marine life; crabs, mussels, plant life and other fisheries resulting from pollution of lagoons. Furthermore, the long history of art and architecture are at risk from the tourists. The old structures of Venice are symbols of cultural heritage for many Venetians to the people. Also given the city's vicinity to the Croatian and Slovenian borders, this may become a trans-border problem. Another reason to Venice for its over populated tourists could be the general flight prices to Europe which are very cheap.