
Unit 3: Travel Destinations

[AS level, mandatory, internally assessed]

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1 OVERVIEW OF THIS UNIT

A destination is the end product of a journey. It can be a town, city or resort, a tourist attraction such as a major theme park or a much larger region such as a National Park. Most locations around the world contain a place or a region which is regarded as being a tourist destination. Such locations will usually display many of the following characteristic features:

- a character of their own;
- accessible location for the mass market;
- information services e.g. tourist information centre;
- accommodation and catering facilities;
- a range of visitor attractions, not necessarily theme parks but a museum, gardens and children's activities;
- shopping facilities for the visitor;
- enough parking spaces for day visitors.

Destinations are places where tourism develops. Tourist destinations are themselves influenced by the prevailing social, cultural, environmental, economic and political conditions. It is fundamental to the concept of the tourist destination that tourism is generally not the sole economic activity or function within the area identified as a destination. The challenge facing those responsible for destination management is to try and ensure that tourism developments integrate with the other social and economic activities of the particular area so that future development will be sustainable. Results for tourist arrivals in 2004 were very positive for all regions of the world as illustrated by the following figures:

- Asia and the Pacific led growth with an exceptional increase of 37%;
- North America (+12%) returned to positive figures after more than three years of losses;
- the Middle East (+24%) has convincingly overcome the disruption caused by the Iraq conflict;
- the North African destinations of Morocco and Tunisia have driven growth in Africa and lifted the growth rate of the region to an estimated 9%;
- tourism growth in Europe was comparatively more modest, but at a rate of 6%, still quite above the usual rate for the region.

The above figures clearly demonstrate that tourism destinations are growing and that knowledge of their relative appeal is important for anybody hoping to work in the travel and tourism industry. Unit 3: *Travel destinations* is thus mandatory for all GCE candidates. The unit requires candidates to develop key vocational skills such as researching the location and features of destinations, matching the needs of potential customers with potential destinations and evaluating their suitability.

2 TIMING OF WHEN TO TEACH AND SUBMIT FOR MODERATION

Centres need to review their curriculum planning to see if they can maximise the various links that exist between the various units within the AS specification. However,

much will depend on whether the candidates are following a single or double award programme. There are clear links between the content of this unit and the content of:

- Unit 1: Introducing travel and tourism
- Unit 4: International travel
- Unit 6: Organising travel

It is hoped that Unit 3: *Travel destinations* can be delivered in conjunction with these other AS units to maximise learning outcomes. It is for centres to decide on the most suitable and appropriate time to teach this unit within the overall delivery of the course. It may be to the individual candidate's advantage to present the finished portfolio for moderation towards the end of the programme, when the final content will be able to reflect the material studied in the context of other units.

3 DELIVERY PLAN

It is suggested that candidates become familiar with their **local** area before examining the growth and development of wider destinations. This has the advantage of introducing them to more familiar surroundings and a wider range of information sources. Introductory exercises might concentrate on some of the following:

Objective	Activity	Resources
<p>To understand that the local travel and tourism industry comprises several inter-related spheres of activity offering a wide range of opportunities for visitors.</p>	<p>Identify and provide examples of the main travel and tourism component activities present in the local area. Place these into suitable categories, such as:</p> <ul style="list-style-type: none"> • entertainment • travel • transport • catering • accommodation • sport & leisure • other visitor attractions 	<ul style="list-style-type: none"> • local area tourist or visitor guide • local tourist board's 'Destination Manual' • Internet sites • advertisements • guidebooks • brochures
<p>To understand and appreciate the scale and significance of tourism within the local area.</p>	<p>Analyse the current range of products and services available using the categories already identified, by means of:</p> <ul style="list-style-type: none"> • tally chart • bar chart • pie chart <p>Identify the total number of travel and tourism suppliers and express the number in each category as a percentage of the total.</p>	<p>Local tourist or visitor guide and the local 'Destination Manual', newspaper adverts etc.</p> <p>This approach will allow for accurate figures to be quoted e.g. the local area contains 25 hotels, 17% of travel and tourism activities are to do with entertainment etc.</p>
<p>To understand that people who travel to the destination have different needs and characteristics.</p>	<p>Define the different types of tourist. Now look at the percentage of the three main visitor types arriving at the destination e.g. the recent Dubai Passenger Survey identified the following:</p> <ul style="list-style-type: none"> • 45% business • 44% leisure • 8% VFR • 3% not classified <p>Now try to identify the variety of different products and services that these leisure and business travellers will have used within the chosen destination.</p>	<p>Chosen area's visitor statistics and visitor survey results.</p>

Objective	Activity	Resources
<p>To appreciate the nature of a destinations and to understand the key factors in its development.</p>	<p>For the chosen destination examine how it has changed through time (at least for the last 10 years or so) in terms of:</p> <ul style="list-style-type: none"> • new building developments • numbers of visitors (day visits, overnight visits & overseas visitors) • new events • new attractions • variety of locations within the destination and their use • the agents of tourism development and the roles of the private, public and voluntary sectors • support facilities in place 	<p>It is important to realise that larger destinations are amalgams and that they develop because of complex interactions between the resident population and the leisure and business visitors that are attracted.</p> <p>It is suggested that this session be divided up, depending on the scale of destination selected for study, to allow students to research each aspect in an appropriate manner.</p>
<p>To produce a locational description of your destination using appropriate maps.</p>	<p>Describe the location of your chosen area in local, national and international contexts.</p> <p>Produce a labelled map for each scale that includes appropriate destination information.</p>	<p>Emphasis should be given to features of the destination that give it appeal to particular types of visitor.</p> <p>For example, obtain a map showing public transport within the local area. Assess how accessible each of the following are, in terms of journey time, costs and availability of services:</p> <ul style="list-style-type: none"> • airport • central business district • major event venue • three leading visitor attractions • main tourist hotel • main sports stadium

The last activity introduces candidates to the first of the assessment objectives for this unit (AO1). They should consider how effective their own locational descriptions have been for an area with which they are familiar. This could then become the benchmark by which they judge the descriptions and accompanying maps produced for each of their chosen destinations.

Before starting work researching their chosen destinations, candidates should be introduced to the range of long and short haul destinations currently visited by UK tourists. It is important to remember that the success of the portfolio unit will be greatly

influenced by their choice of destination to study in detail and it is important that this selection is guided by you so that the destinations contrast as much as possible, e.g. in location, scale, type of destination.

The following exercises could be added to the introductory work previously suggested.

Objective	Activity	Resources
To understand the key features of a destination's climatic conditions that have an effect on travel and tourism.	Choose any two contrasting destinations and compare them in terms of climate, pointing out key implications for tourism development, such as: <ul style="list-style-type: none"> • effect of relief (shelter, aspect etc.) • temperatures (daily, seasonal variations etc.) • hours of sunshine • rainfall (amounts, variations, potential hazards e.g. flood/drought) • humidity (comfort, need for air-conditioning) • winds (periods of storm/calm etc.) 	Statistics obtained from local tourist publications, brochures or travel guides. Take note of all factors and conditions that will contribute to a destination having both a high season and a low season for tourism.
To appreciate the major factors influencing destination appeal.	For the chosen destinations provide full details of the following: <ul style="list-style-type: none"> • location (landscape features) • climate • natural environment • accessibility (internal & external) • accommodation • attractions (natural & built) • food, drink and entertainment • culture (dress, arts & crafts, performance, language & religion) 	Holiday brochures, tourist information websites, guidebooks etc. During each of the required teaching sessions, analyse the factors' relative importance within the destination selected. In this way it will be possible to evaluate the appeal of different types of destination to different types of visitor.

The latter section forms the basis of the unit's second assessment objective (AO2). Candidates should be encouraged to research all aspects of their chosen destinations. For example, the accommodation aspect of destination appeal could be analysed as set out in the following table.

Objective	Activity	Resources
To investigate the provision of hospitality within the chosen areas.	Identify the range of accommodation providers available, including: <ul style="list-style-type: none"> • hotels • hostels • apartments • guest houses • camp sites Choose an example of each and describe the products and services available. Explain how such properties can be classified using various grading criteria. Examine occupancy trends within your chosen areas.	Local area's 'Destination Manual'. Sample promotional materials. Statistics and grading criteria from local tourist board. This work could be expanded as it is a good opportunity to investigate the products and services needed by leisure versus business travellers.

There are many other locational characteristics that appeal to visitors and it is important that these are recognised. The appeal of a destination is only relative because visitor needs and requirements are so variable. Tour operators have progressively recognised this fact and it is now common to have particular destination packages aimed at particular visitor groups or market segments.

Information about destinations has been made available in a variety of forms. It is important that all travel and tourism employees have the ability to extract relevant information from a variety of reference sources, such as the ones itemised in the unit specification's [What You Need To Learn](#) section. This short guide cannot include examples of all possible sources but the following example will illustrate a very appropriate approach for a candidate selecting the Swiss Alps for investigation as a short haul destination.

Example 1

Cold climatic conditions and mountainous relief can combine to produce the ideal ingredients for the development of a ski resort. Winter sports holidays are now very popular and they attract a wide cross-section of visitor types. Ski resort development has taken place throughout Europe, North America and Australasia and there are now many established destinations for skiing enthusiasts to visit. One traditional destination can be illustrated by an extract from a Club Med holiday brochure featuring the resort of Villars-sur-Ollon in Switzerland. It would now possible to consider the appeal of this advertised package.

Two of the images contained in the brochure show traditional Alpine winter views. Villars-sur-Ollon is a traditional Swiss ski resort, set in the heart of the Vaudoise Alps some 60 km from Lausanne and Lake Lemman in the Canton de Vaud. This sense of tradition will be an attraction for certain groups of skiers. The same traditional scenic appeal will attract summer visitors who enjoy exploring mountain and lake countryside. Winter skiers have over 100 km of pistes to try out within the wider Villars region with

45 ski lifts and 43 identified ski runs. The ski runs cover valley slopes ranging between 1250 m and 2200 m and this variation in altitude will mean that some skiing is possible early and late in the season, thus extending the resort's operational dates. The resort has access to 44 km of cross country ski trails in addition to the downhill runs already mentioned. This choice of skiing widens the resort's potential appeal.

Part of the attraction of a skiing holiday is the opportunity to sample a variety of après-ski activities and the brochure identifies what is available within the resort. The fact that this is a traditional ski resort means that the nightlife activities will be less extensive than in more fashionable areas. Older couples and families rather than younger singles and DINKY categories of guest may therefore dominate client groups. Indeed there is much brochure evidence to suggest that the advertised package is aimed at families with younger children, including the following:

- two of the five images feature children
- the package welcomes children from age four months
- there are three categories of children's club available
- the resort's ski school has sessions for children aged 4+
- there is a special "snow garden" for children

An added attraction to some people will be the fact that this is a Club Med holiday product which means that it is organised as an "all-inclusive" package and therefore the hotel used will function in a similar way to all other Club Med properties. Further details of the location can be obtained from www.clubmed.com and the resort could then be further contextualised by reference to other sources.

The brief details stated above illustrate basic aspects of the portfolio evidence required for this unit:

- AO1 – locational description
- AO2 – key destination features indicating appeal to visitor types
- AO3 – research taken from a range of sources

However, the level of detail provided in the above case study is only appropriate for low level Mark Band 1 in each of the AOs indicated. Clearly a lot more depth and substance would be required to allow any progression into the higher bands. The Swiss example could easily be extended to address many aspects of the Unit 3: *Travel destinations* Assessment Evidence Grid. However, AO4 would be difficult to achieve without direct reference to actual visitor numbers and candidates **must** be made aware of this requirement.

Example 2

Candidates selecting Dubai as a long haul destination to investigate will be aware of its rapid growth in popularity amongst British travellers. The Government of Dubai's Department of Tourism and Commerce Marketing (DTCM) provides a variety of statistics to illustrate this trend, as shown in the following table.

	1997	1998	1999	2000	2001	2002	2003
Total UK Visitors	113,972	197,571	251,895	301,461	348,477	447,006	458,451
%Change	–	73.4%	27.5%	19.7%	15.6%	28.3%	2.6%
UK Tour Operators	56	64	81	91	91	110	113

The DTCM has set an aggressive target of attracting 15 million tourists by the year 2010. Projections for the immediate future are summarised in the following table.

Year	Dubai Hotel Guests (millions)	Dubai Hotel Beds (thousands)
2003	5.24	39.8
2004	6.08	48.2
2005	7.06	55.9
2006	8.19	64.8
2007	9.49	75.2
2008	11.01	87.2
2009	12.78	101.2
2010	15.00	117.3

What will happen to destinations in the future? Candidates have to consider the following requirement in the [Assessment Evidence Grid](#) if they are to access Mark Band 3 for AO4:

...a detailed, reasoned explanation of recent trends in the popularity of the chosen travel destinations as judged by visitor numbers, with realistic, reasoned predictions about their likely appeal in the foreseeable future.

It is generally accepted that the Canadian Geographer RW Butler, writing in 1980, was the first person to liken the development of tourist destinations to a product passing through the various stages of the product life cycle. He suggested that each destination in the world will follow a cycle of evolution and pass through stages similar to youth, maturity and old age. The logical conclusion of such a process must be the ultimate death of a particular destination, unless it can re-invent itself in some way and

continue to develop – a process known as ‘rejuvenation’. Butler’s ideas fit many destinations very well and we can see clear evidence, both in the UK and overseas, of locations that fit into one of the six stages of development that he proposed. Candidates should be encouraged to set their individual studies in this context of destination evolution.

Finally, candidates are strongly advised not to neglect the significance of business tourism when considering destinations. In the UK, business tourism is the most lucrative, highest growing, highest quality and highest yielding component of overall tourism. It is worth over £15 billion annually, nearly a quarter of all tourism, of which £4 billion is inbound and £11 billion domestic. Business tourism represents 29% of all inbound tourism visits and 32% of inbound expenditures. However, the UK global market share is declining as international competition grows.

Business tourism is resilient, sustainable and creates quality employment opportunities. It regenerates urban and resort areas – 40% of business visitors return with their families on leisure trips. It stimulates inward investment and facilitates significant export earnings. Over the last ten years there has been a 53% growth in all business trips, exceeding the overall tourism growth rate. The conference and incentive travel segments are predicted to grow at a faster rate than any other tourism sector to the year 2010. Revenues from international business tourism are estimated to account for approximately 36% of total international tourism revenue by 2010. Currently in the UK:

- congresses and conferences are worth £6.6 billion annually;
- exhibitions and trade fairs are worth £1.8 billion annually;
- incentive travel estimated to be worth £165 million annually;
- corporate hospitality is estimated to be worth £700 million annually;
- individual business travel is estimated to be worth £6 billion annually.

Conferences, exhibitions and trade fairs are important components of the tourism economy of many international destinations. It is to be expected that many destinations will try and maximise their business tourism receipts. In Liverpool for example, Mersey Tourism has responded to the opportunities presented by a growing business tourism market through the services provided by the Mersey Conference Bureau. Merseyside is now able to supply the conference organiser with a specialist customer service package that gives attention to:

- help with the choice of venues appropriate to the scale of the event;
- supporting visual material (e.g. promotional leaflets/brochures to help sell the destination/venue);
- costed bids (to help secure a booking);
- range of accommodation options, if required;
- transport/transfers to make visitor/delegate movement easier;
- audio-visual and stage/set quotations arranged to meet organiser’s specification;
- arrange social and partners programmes to ensure visitors/delegates enjoy the venue and will want to return;
- provide support services (e.g. business and communication facilities).

This approach to the conference business market has resulted in an increasing number of bookings and the value of Merseyside business tourism generated through the Bureau is £1.4 million. An example of the important events arranged by the Bureau in

the city was a British Council Conference held at the Liverpool Crowne Plaza Hotel which attracted delegates from every corner of the world.

Conferences, exhibitions and events can all be staged in a variety of venues. It is now quite common to find several types of host venue trying to attract these types of business tourism. Examples of such providers include:

- purpose built conference centres
- hotel facilities
- sports venues
- civic buildings
- stately homes
- university and academic institution facilities

Many destinations have a range of providers and it should be possible to investigate any location in terms of the following:

- to identify and illustrate the main users and providers of conference and exhibition/event facilities
- to describe the main locations used and indicate their relative importance
- to examine in detail the facilities available in a typical venue servicing the local conference and event market
- to describe the range of services that are available in a locality to support and maintain the attractiveness of the venues operating within the conference and event marketplace

It is important to remember that conferences range in size from smaller meetings to international events. They are organised by particular bodies to spread information to interested parties and they are used by many different public, private and voluntary organisations. A trade fair is an example of an exhibition where companies show their products and services to the trade and/or the public. Other examples are more general displays of public interest revolving around a particular theme e.g. The Ideal Homes Exhibition or the World Travel Market.

The mixing of the leisure and business tourism environments in Dubai illustrates a growing trend particularly well. Dubai is well established as the leading exhibition centre in the Middle East and it was recently voted the world's best conference venue. The city combines the facilities and services of one of the world's major international business centres with all the attractions of a top destination. This means that organisers and delegates alike can count on effective and successful events staged in a luxurious environment offering an outstanding range of recreational opportunities. The city now hosts more than 60 major exhibitions annually as well as numerous conferences, seminars, in-house corporate meetings and the like. This demand is serviced by a range of business facilities including:

- Dubai Chamber of Commerce and Industry conference venue
- major hotel venues, such as Jumeirah International's Emirates Towers and Burj Al Arab properties
- Dubai World Trade Centre's 36,000 square metres exhibition hall
- Dubai Airport Exhibition Centre
- other special interest venues e.g. Nad Al Sheba racecourse.

The business sector is supported by major local companies that are well-equipped with a full destination management service covering hotel bookings, airport transfers, ground transport and a daily programme of tours and activities with multi-lingual guides. They also offer the required expertise for organising business-related travel, including original and exciting incentive programmes.

The [Assessment Evidence Grid](#) for AO3 emphasises the need for “evidence that detailed research has been undertaken using a broad range of sources when investigating the two chosen tourist destinations”. It is suggested that destinations are therefore selected very carefully and that candidates have access to a variety of information sources to inform their studies.

4 RESOURCES

The following destinations currently actively promote themselves to the travel trade and encourage agency staff to take advantage of specialised destination training. Centres may find the following details of help when teaching this unit.

Malta Tourist Office
(020 8877 6990)
www.maltawiz.com

Spanish Tourist Office
(020 7317 2022)
www.tourspain.co.uk

Singapore Tourism Board
(020 7437 0033)
www.singa-pro.co.uk

Jordan Tourism Board
(020 7371 6496)
www.jordanambassador.com

Hong Kong Tourism Board
(020 7533 7200)
www.discoverhongkong.com

Tourism Australia
(0870 50 22 000)
www.specialist.australia.com

South African Tourism
www.southafrica.net

Jersey Tourism
(01534 500733)
www.jersey.com/business

Caribbean Tourism Organisation
(020 8948 0057)
www.caribbean.co.uk

Dubai DTCM
(020 7839 0580)
www.dubaitourism.ae

Jamaica Tourist Board
(020 7224 0505)
www.visitjamaica.com

Seychelles SMART
(020 7202 6363)
www.aspureasitgets.com

Tourism Authority of Thailand
(0207 925 2511)
www.tourismthailand.org

Bermuda Tourism
(020 7202 6378)
www.bermudatourism.com

Tourism Ireland
(020 8469 7233)
www.irelandexpert.co.uk

LA Travel Academy
(020 7318 9555)
www.seemyLA.com

Kiwi Specialist Programme
(020 7389 0155)
www.newzealand.com/travel/trade

Bahamas Tourist Office
(020 7355 0800)
www.bahamacademy.co.uk

Visit USA Association
(020 8649 7233)
www.visitusa.org.uk

Canadian Tourism Commission
(0870 1615151)
www.canada-counsellors.co.uk

Centres may find the following websites to be of use.

www.about.com

www.tourist-offices.org.uk

www.whatsonwhen.com

www.musee-online.org

www.unmissable.com

www.worldclimate.com

www.tripprep.com

www.fco.gov.uk/travel

www.viamichelin.com

www.oanda.com/convert/cheatsheet

www.travelknowledge.com

www.americanexpress.com

www.staruk.org.uk

www.towd.com

www.travelchannel.co.uk

American Airlines

www.aa.com

Continental Airlines

www.flycontinental.com

Garuda Indonesia

www.garuda-indonesia.com

Lufthansa

www.lufthansa.com/ehome.htm

Qantas

www.qantas.com.au

Singapore Airlines

www.singaporeaire.com

Virgin Atlantic

www.virgin-atlantic.com

Airlines of the world

www.air.findhere.com

Worldwide Airport Database

www.tyzo.com/suppliers/airports.html

IATA

www.iata.com

Business Travel

www.biztravel.com

Amtrak (USA)

www.amtrak.com

Eurostar

www.railpass.com/eurostar

Rail Europe

www.raileurope.com

Japan Railways (including bullet train)

www.japanrail.com

World City Maps

www.lib.utexas.edu/maps/world_cities.html

Time Zones

www.timezoneconverter.com

Mexico

www.mexonline.com

USA

www.conventionbureaus.com

Caribbean

www.where2stay.com/islands

International Tourism

www.armchair.com/bureau/inttb.html

Newspaper articles will often be stored on the paper's website and these are an excellent source of additional information. For example, if specific information was required about tourism developments in Dubai or the wider UAE, then items in the local press could be investigated at <http://www.gulfnews.com> from an online edition by

selecting 'search' from the footer bar. Similar arrangements exist for other publications.

Finally, the search process will reveal many other sources of appropriate information. It is well worth looking at some specialist geography sites as they frequently contain excellent travel and tourism material. In particular www.geoprojects.co.uk and www.geographyonline.co.uk has further interesting resource material.

A textbook has been produced to support this qualification and Chapter 3 in both editions of the following has significant case study material to help candidates with their investigations.

Title: GCE AS Travel and Tourism for OCR Single award
 Publisher: Heinemann Educational (Spring 2005)
 Authors: Hilary Blackman Ann Rowe, John Smith,
 Extent: 176pp
 Price: £15.99

Title: GCE AS Travel and Tourism for OCR Double Award
 Publisher: Heinemann Educational (Spring 2005)
 Authors: Hilary Blackman Ann Rowe, John Smith, Sue Stewart
 Extent: 352pp
 Price: £19.99

Centres may find it helpful to use the following checklist with their candidates prior to final completion of individual portfolios for this unit.

Requirement	Coverage	Present Place 1	Present Place 2
Location description (including annotation)	<ul style="list-style-type: none"> • brief but correct • accurate details and content • comprehensive treatment 		
Maps at various scales	<ul style="list-style-type: none"> • global • continental • national • regional • local 		
Key features of Destination	<ul style="list-style-type: none"> • weather and climate • scenery and landscape • vegetation and wildlife • historical and cultural attractions • modern built attractions • indoor/outdoor activities • accommodation options • events and festivals • food/drink and entertainment • accessibility and gateways 		

Requirement	Coverage	Present Place 1	Present Place 2
Tourist appeal itemised and identified	<ul style="list-style-type: none"> • young people • singles • families • DINKY • grey market • special needs • business tourists 		
Evidence of research	<ul style="list-style-type: none"> • industry professionals • gazetteers • brochures • maps • guidebooks • press • trade journals • promotional leaflets • internet websites 		
Visitor statistics	<ul style="list-style-type: none"> • recent trend • projection for future • stage in destination evolution 		
Factors influencing popularity	<ul style="list-style-type: none"> • cost of accommodation • cost of transport • costs at destination • tour operator promotion activity • destination promotional activity • over-commercialisation • crime and social problems • political instability and unrest • terrorism • positive media coverage • negative media coverage • positive tourism management • negative tourism management • growth in independent travel • growth in short breaks • exclusivity • increased accessibility • water hazard • air hazard • noise hazard • natural disasters 		

5 SAMPLE ASSIGNMENT

Task One (AO1)

You have been asked to compile suitable entries, for two contrasting destinations, to be included in a travel guide that is being produced for the UK market. Investigate **one** long haul and **one** short haul destination of your choice and prepare an entry for each that meets the following specification:

- (a) locational description supported by maps of various scales;
- (b) climate details;
- (c) details of transport available to and from UK;
- (d) details of major attractions;
- (e) other visitor information.

Task Two (AO2)

The guide's publisher is now producing a series of in-depth reports about selected destinations. You have now been asked to write one of these reports, following on from your previous contributions. You are required to produce a detailed study that considers the appeal of both destinations to particular UK visitor types.

Task Three (AO3)

A lecturer at a local institution has read your published report and invites you to deliver a lecture to students about the current state of tourism in your chosen destinations. Prepare the content for a lecture that effectively analyses the current position in your two destinations, basing your arguments on sources of information that the students can follow-up, if they so wish.

Task Four (AO4)

You are now invited to prepare and deliver a contribution to a tourism conference due to take place in 2006. The theme for the conference is *2006: Recent trends, Future Prospects*. Prepare materials that evaluate visitor trends in your **two** special knowledge destinations and that make reasoned predictions for their future development. You should highlight similarities and differences.