

Tourist Regions and Attractions Course

Table of Contents

Assessment 2:	3
1. Economic Factors Influencing Tourist Demand	3
2. Personal Factors Influencing Tourist Demand	3
References	5

Assessment 2:

1. Economic Factors Influencing Tourist Demand

The economic factors play a major part in tourist behaviour because the factors involved will define the number of people who used to spend on travelling and the relative attractiveness of destinations. Income levels are some of the most determining factors. The greater the income, the lower the consumers in the Fear to spend the income in activities such as holidays, international travels and luxury tourism services. The travelers will have the option of putting off or decreasing the price of traveling plans into cheaper ones in times of economic slowdowns (McKercher and Tolkach, 2020). The exchange rates are also highly influenced by tourism demand. The strategy of the exchange rate will make travelling more affordable to the foreign tourists and enhance the tourism. To illustrate this point, as the currency of the country loses value, the foreign tourists will be able to spend less money and the number of tourists visiting the country will be boosted. The exchange rate on the other hand raises the cost of travelling and demand (McKercher and Tolkach, 2020).

The level of price level at the destinations also impact on the travel decisions. High cost of food, transport rates, and attraction rates may lower the demand as the tourists will shift their destinations with better rates. Similarly, a adjustment in the cost of fuel affects the cost of buying air tickets and travelling over long distances that sometimes scares away cost travelers. The job security and the level of employment also influence tourism. When people are financially stable they will be more confident in taking vacations. Discretionary travel spending is curtailed by certainty in the economy or in unemployment.

2. Personal Factors Influencing Tourist Demand

Personal factors determine the individual motivations, choice that the individual will make to travel or not. The critical aspect is age in which several categories of people possess different traveling patterns. Adventure and low cost trips and experience trips may be a concern to travelers whereas comfort, security and culture may be a priority in older adults (Dancausa Millán and la Torre, 2022). The era of the family life such as being single, newly married or travelling with children are also other factors influencing the destination and activities. Lifestyle and personality have a significant effect on the tourist demand. The active population can be interested in spending their time in the outdoor and adventure tourism, but people who would like to relax may visit beach

resorts or well time with some new places. Some of the places and toursit which determine the motivation to travel and destination choice, include risk tolerance, curiosity, and openness to new experiences (Roman et al., 2022). The tourism can be aroused through education and knowledge regarding increasing curiosity and knowledge about the world destinations. Learned individuals things to be more by learning travelling, cultural and historical travelling. Physical ability and health are also there. Healthy tourists are also capable of engaging in long-time or physically demanding travel as compared to people with health-related issues who can travel less or they can opt to use the destinations with good healthcare facilities (Roman et al., 2022).

References

- Dancausa Millán, M.G. and Millán Vázquez de la Torre, M.G. (2022). Quality Food Products as a Tourist Attraction in the Province of Córdoba (Spain). *International Journal of Environmental Research and Public Health*, [online] 19(19), p.12754. doi:<https://doi.org/10.3390/ijerph191912754>.
- McKercher, B. and Tolkach, D. (2020). Influence of attractions on destination selection. *International Journal of Tourism Research*. doi:<https://doi.org/10.1002/jtr.2371>.
- Roman, M., Abrham, J., Arkadiusz Niedziółka, Szczucka, E., Lubos Smutka and Prus, P. (2022). Tourist Attractiveness of Rural Areas as a Determinant of the Implementation of Social Tourism of Disadvantaged Groups: Evidence from Poland and the Czech Republic. *Agriculture*, [online] 12(5), pp.731–731. doi:<https://doi.org/10.3390/agriculture12050731>.