

Unit 2.4 Factors Affecting Tourism Development and Management

Section A: Key Concepts Identification

Match the correct key factor to its corresponding definition or example. **Write the letter** of the correct answer in the blank provided.

Factors:

- **A.** Opportunities & Constraints of Natural/Built Environment
 - **B.** Sustainability
 - **C.** Risks and Resilience
 - **D.** Seasonality
 - **E.** Government Objectives
1. ____ Setting up MICE (business tourism) venues to attract tourists during periods with low visitor numbers.
 2. ____ Balancing the need to renovate historical buildings while preserving their original tourist appeal.
 3. ____ Goals set by national authorities to boost economic income, enhance country image, and protect traditional culture.
 4. ____ Reserving emergency funds and installing damage-prevention infrastructure to recover quickly from extreme weather events.
 5. ____ Practicing waste reduction, reuse, and recycling to lower the need for imported food and energy resources.

Section B: Fill in the Blanks

Complete the sentences below using words from the provided lesson materials.

1. **Resilience** is defined as the ability of a destination to _____ after negative events or natural disasters.
2. Destination management organizations in beach destinations like Negril, Jamaica, create specialized products to overcome the challenges of _____.
3. Environmental government objectives focus on conserving the natural environment and _____ the built environment.

4. Reducing, reusing, and recycling resources supports national economies by decreasing dependence on _____ and energy imports.

Section C: Short Answer & Short Scenarios

1. Government Objectives Classification Classify each objective listed below into one of the four government objective categories: **Economic**, **Political**, **Environmental**, or **Sociocultural**.

Objective Statement	Category
Create new job opportunities and bring foreign currency into the country.	_____
Preserve traditional local heritage and foster positive interactions between tourists and locals.	_____
Improve the international reputation and public image of the nation.	_____
Give new life to historic structures and safeguard natural resources.	_____

2. Scenario Analysis A coastal town experiences heavy rainfall and high seasonal fluctuations, resulting in a quiet off-peak season.

- **a)** Identify **two** risks that extreme weather events present to travel and tourism infrastructure in this town.
 - 1.
 - 2.
- **b)** Explain **one** strategy the local destination management organization could use to increase tourist arrivals during the low season.