

Year 4 Geography

Wednesday 10.2.21

Tourism

Recall:

- ▶ What is congestion?
- ▶ What are congestion charges?
- ▶ What methods of transport do you find in Hyson Green?

LO: To understand the importance of tourism and it's features.

International tourism involves people travelling between countries for a holiday or leisure.

Have you ever been to another country for a holiday?

If so, where did you go? What did you do there?

Tourism is appealing because:

- Each country has physical and human features that make it interesting to visit.
- Physical features such as a country's climate make it a good place to visit. For example, the Mediterranean coast is very warm and sunny.
- Human features such as cultural and historical sites also make a place interesting to visit. Rome and Pompeii are both full of amazing ruins.
- Tourism is a good way for a country to generate money from other countries.



Tourism features:

- **Intangibility** - tourism is an experience and not an object that can be held or kept somewhere.
- **Inability to be stored** - An unsold plane ticket or hotel room is a lost opportunity to make money.
- **Interdependence** - Lots of different companies need to work together for the experience to happen (hotels, taxi companies, restaurants, museums).
- **Diversity** - People all have different tastes and so the tourist industry tries to provide trips that different people want. Some might want a sunny beach and swimming pools and others may want mountains and ruins to explore.

Watch this video that demonstrates how lots of businesses rely on tourism and why it is important.

[\(139\) The Importance of Tourism - YouTube](#)

The world has many amazing things to see and do.



What might want people to come to Nottingham?

Make a poster to encourage people to come here.

