

Why do people travel?

As with all marketing, we need to know customer wants, needs and expectations.

Destinations and attractions are similar to other products in that they need good **m**_____ and **b**_____ to be successful. We will discuss the **Marketing Mix** of tourism later in the course.

Reasons People Travel

- To experience **n**_____ and different surroundings
- To experience other **cu**_____
- To rest and **re**_____
- To visit **f**_____ and **f**_____
- To view, or participate in, sporting/recreational activities
- To fulfill an obligation for work or some other reason

Why would you visit Macao?

Why would you go to the beach?

The appeal of travel:

• Shopping facilities	• Historic and cultural interests
• Entertainment	• Cuisine
• Pleasant attitudes of locals	• Water sports
• Suitable accommodations	• Sports
• Airfare cost/Scenic beauty	• Rest and relaxation

So why are more people travelling?

Why do you think that more Chinese people are travelling every year? Discuss and write with your partners.

Reasons why there is an increase in travelling:

What do we think will change in the future for travelling? What other important factors must we consider?

Ownership of attractions:

<i>Ownership type:</i>	Public (Government, local authorities)	Private (Commercial: like businesses)	Voluntary (Trusts and charities)
Main types of attractions:			
Main motivation and reasons			

Summary of worksheet	Summary of worksheet in Chinese

In your opinion, what is the most important thing to remember?

What are the keywords from this worksheet?

English:	Chinese translation:

