

HTM103

EARTH AND ENVIRONMENT



Course video is available on our app

Course Code: HMT 103

Course Title: Earth and Environment

Course Units: 2 units

1. Foundations of Tourism Planning and Development
2. Earth's Landforms and Their Significance in Tourism
3. Atmosphere, Aquatic Bodies, and Environmental Classifications
4. Social Environment and Its Influence on Human Decision Making
5. Government, Education, and Cultural Dimensions in Tourism

Suggested Outline for Series 1: Foundations of Tourism Planning and Development

Part 1: Concept of Tourism Planning and Development

- Definition of Tourism Planning
- Objectives of Tourism Development
- Importance of Planning in Tourism Growth

Part 2: Principles and Processes of Tourism Planning

- Key Principles Guiding Tourism Planning
- Stages in Tourism Development Planning
- Stakeholders in Tourism Planning and Their Roles

Part 3: Environmental Considerations in Tourism Development

- Physical Environment Factors (landforms, climate, aquatic bodies)
- Social Environment Factors (religion, race, economy, culture)
- Sustainability and Environmental Responsibility in Tourism

Part 4: Challenges and Opportunities in Tourism Planning

- Common Challenges in Tourism Development
- Opportunities for Growth and Innovation in Tourism



- Case Examples of Tourism Planning Successes and Failures

Introduction

Tourism does not happen by chance, it is the result of careful planning and deliberate development. Imagine a popular destination where visitors arrive without proper facilities, clear routes, or organised services. The experience would be frustrating, and the potential of the location would remain untapped. This Series sets the foundation for understanding how tourism planning and development shape the way destinations are created, managed, and sustained. It is directly relevant to the wider course on the Earth and Environment, since tourism depends on both natural and social environments.

The aim of this Series is to equip you with the knowledge and skills to define tourism planning and development, examine its guiding principles, and analyse the environmental and social factors that influence tourism growth. By the end of this Series, you will be able to evaluate challenges and opportunities in tourism planning and apply these insights to real-world contexts.

We shall commence this Series by exploring the concept of tourism planning and development, focusing on its definition, objectives, and importance. Next, we will examine the principles and processes that guide tourism planning, including the roles of different stakeholders. Following that, we will consider environmental factors, both physical and social, that must be taken into account when planning for tourism. Finally, we will wrap up by discussing the challenges and opportunities that arise in tourism development, supported by examples of successes and failures.

Here are the Series Learning Outcomes (SLOs) for Series 1: Foundations of Tourism Planning and Development, designed according to your requirements:

Series Learning Outcomes

Upon completing this Series, you should be able to:

- SLO 1.1: Define tourism planning and describe its objectives within the context of tourism development.
- SLO 1.2: Explain the importance of planning in ensuring sustainable tourism growth.
- SLO 1.3: Analyse the key principles and stages involved in tourism development planning.
- SLO 1.4: Identify and evaluate the roles of stakeholders in tourism planning processes.
- SLO 1.5: Examine physical and social environmental factors that influence tourism development.



- SLO 1.6: Assess challenges commonly encountered in tourism planning and propose practical solutions.
- SLO 1.7: Evaluate opportunities for innovation and growth in tourism development using relevant examples.
- SLO 1.8: Assess common challenges encountered in tourism planning.
- SLO 1.9: Evaluate opportunities for innovation and growth in tourism development using relevant examples.

1.1 Concept Of Tourism Planning And Development

1.1.1 Definition of tourism planning

Tourism planning refers to the systematic process of organising, designing, and managing tourism activities and resources to achieve sustainable growth. It involves anticipating future needs, setting objectives, and creating strategies that guide the development of destinations. Planning ensures that tourism contributes positively to the economy, society, and environment while minimising negative impacts.

Tourism planning is often compared to a roadmap, guiding stakeholders towards desired outcomes. Without such planning, destinations may face overcrowding, environmental degradation, or poor visitor experiences.

Fill in the blank: Tourism planning is the systematic process of organising, designing, and managing _____ activities and resources.



TOURISM PLANNING PROCESS

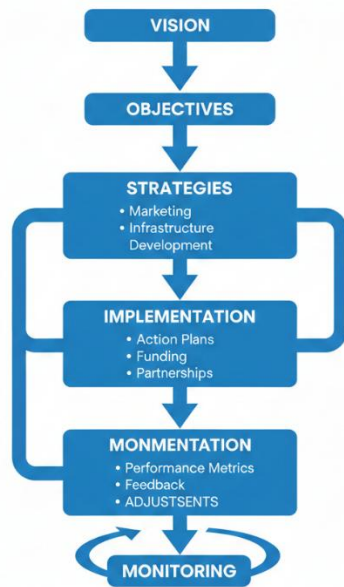


Diagram showing the stages of tourism planning (from vision to implementation)

Figure 1.1: Stages of tourism planning

Search string: “tourism planning stages diagram OER”

1.1.2 Objectives of tourism development

Tourism development refers to the process of improving facilities, services, and attractions to enhance visitor experiences and maximise benefits for host communities. Its objectives include:

- Promoting economic growth through job creation and revenue generation.
- Conserving natural and cultural resources for future generations.
- Enhancing social and cultural exchange between visitors and hosts.
- Ensuring equitable distribution of benefits among stakeholders.

These objectives highlight the dual role of tourism: it is both an economic driver and a social-cultural connector.

Fill in the blank: One of the objectives of tourism development is to conserve _____ and cultural resources for future generations.



OBJECTIVES OF TOURISM DEVELOPMENT

- Economic Growth
- Job Creation
- Infrastructure Improvement
- Environmental Conservation
- Cultural Exchange & Preservation
- Community Development
- Enhanced Visitor Experience

Box 1.1: Selected objectives of tourism development

Search string: “objectives of tourism development OER”

1.1.3 Importance of planning in tourism growth

The importance of tourism planning lies in its ability to balance growth with **sustainability**. Proper planning ensures that destinations remain attractive, accessible, and environmentally responsible. It also helps governments and communities anticipate challenges such as infrastructure needs, environmental pressures, and visitor management.

Sustainability is a key term here. It refers to meeting present tourism needs without compromising the ability of future generations to meet theirs. Sustainable tourism planning integrates economic, social, and environmental considerations.

Fill in the blank: Sustainable tourism planning integrates economic, social, and _____ considerations.



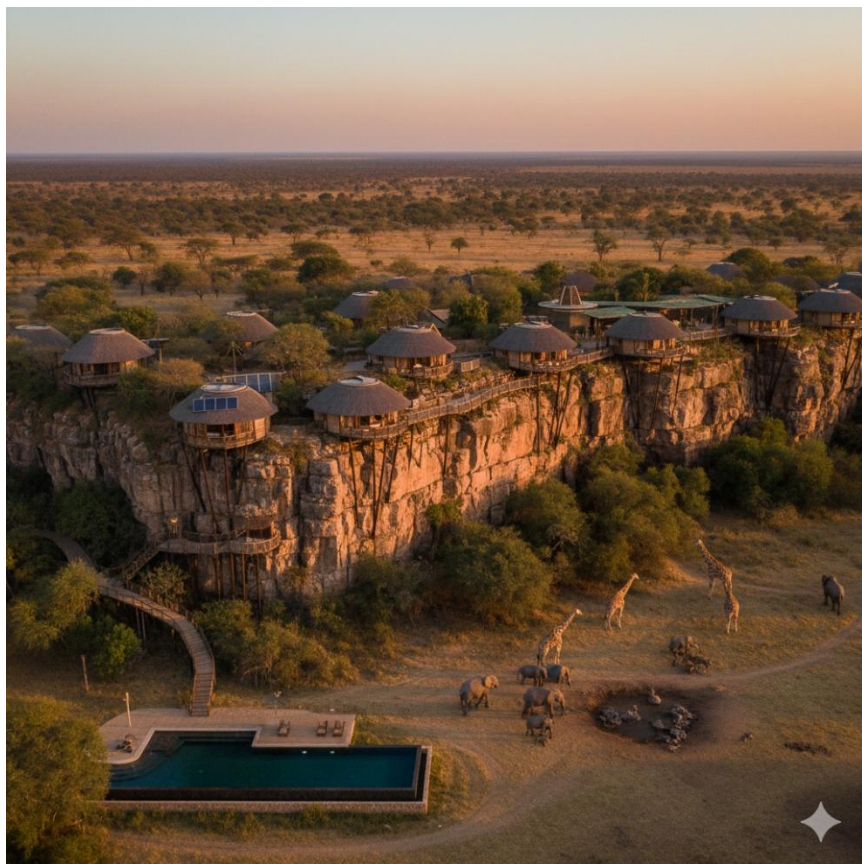


Image of a well-planned tourist destination with infrastructure and natural conservation
 Plate 1.1: Example of a sustainably planned tourist destination

Search string: “sustainable tourism destination OER image”

Pilot questions 1.1

1. Tourism planning can be described as a systematic process of organising, designing, and managing what?
2. Which objective of tourism development focuses on protecting resources for future generations?
3. What term refers to meeting present tourism needs without compromising future generations?
4. Why is planning considered essential for tourism growth?
5. List one economic and one social objective of tourism development.

1.2 Principles and Processes Of Tourism Planning

1.2.1 Key principles guiding tourism planning



Principles of tourism planning are fundamental guidelines that ensure tourism development is effective, sustainable, and beneficial to all stakeholders. These principles include sustainability, inclusiveness, cultural sensitivity, and economic viability.

Sustainability means planning tourism activities in a way that meets present needs without compromising the ability of future generations to meet theirs. **Inclusiveness** ensures that all stakeholders, including local communities, governments, and private investors, are considered in the planning process. **Cultural sensitivity** requires respect for local traditions and values, while **economic viability** ensures that tourism projects generate sufficient returns to justify investment.

Fill in the blank: One principle of tourism planning that ensures respect for local traditions and values is _____.



Box 1.2: Selected principles of tourism planning

Search string: "principles of tourism planning OER"

1.2.2 Stages in tourism development planning

Tourism planning follows a sequence of stages that guide the process from conception to implementation. These stages typically include:



- **Vision setting**, where long-term goals for tourism are identified.
- **Objective formulation**, which specifies measurable targets.
- **Strategy design**, where methods and approaches are chosen to achieve objectives.
- **Implementation**, which involves putting strategies into action through projects and programmes.
- **Monitoring and evaluation**, which assess progress and make adjustments where necessary.

Each stage builds upon the previous one, creating a logical flow that ensures tourism development is well-structured and adaptable.

Fill in the blank: The stage of tourism planning that involves assessing progress and making adjustments is called _____.

TOURISM PLANNING PROCESS



Diagram showing the stages of tourism development planning in sequence

Figure 1.2: Stages of tourism development planning

Search string: "tourism planning stages flowchart OER"

1.2.3 Stakeholders in tourism planning and their roles



Stakeholders are individuals or groups with an interest in tourism development. They include government agencies, local communities, private investors, tourists, and non-governmental organisations. Each stakeholder plays a distinct role.

Governments provide regulations, infrastructure, and policy direction. Local communities contribute cultural resources and hospitality. Private investors supply capital and innovation. Tourists bring demand and feedback, while non-governmental organisations often advocate for environmental and social responsibility.

Effective tourism planning requires collaboration among these stakeholders to balance diverse interests and achieve common goals.

Fill in the blank: In tourism planning, the group that provides regulations and infrastructure is the _____.

STAKEHALDERS IN TOURISM PLANNING & THEIR ROLES	
STAKEHOLDER	PRIMARY ROLES
• Government & Regulation	• Infrastructure Development
• Local Communities	• Service Provision
• Cultural Preservation	• Funding & Development
• Investors/Businesses	• Job Creating • Local Spending
• Tourists/Visitors	• Cultural Exchange
• NGOS/Non-Profits	• Sustainable Practices

Table 1.1: Roles of stakeholders in tourism planning

Search string: “stakeholders in tourism planning table OER”

Pilot questions 1.2

1. Which principle of tourism planning ensures that future generations can meet their needs?
2. What is the first stage in tourism development planning?



3. Which stage involves putting strategies into action through projects and programmes?
4. Name one role of local communities in tourism planning.
5. Who are stakeholders in tourism planning, and why are they important?

1.3 Environmental Considerations In Tourism Development

1.3.1 Physical environment factors

The **physical environment** refers to the natural features of the Earth such as landforms, climate, and aquatic bodies. These elements strongly influence tourism development because they determine the attractiveness and accessibility of destinations. For example, mountains and valleys may attract hikers and adventure tourists, while coastal areas appeal to beach lovers.

Climate also plays a crucial role. Warm climates often encourage year-round tourism, while colder regions may focus on seasonal activities such as skiing. Aquatic bodies like rivers, lakes, and seas provide opportunities for water-based recreation and transport.

Fill in the blank: Warm climates often encourage _____ tourism, while colder regions may focus on seasonal activities.



Diagram showing different physical environments and their tourism uses

Figure 1.3: Physical environments influencing tourism

Search string: “physical environment tourism diagram OER”

1.3.2 Social environment factors

The **social** environment refers to the cultural, religious, economic, and social structures that shape human behaviour and decision making. Tourism development must consider these factors to ensure destinations are welcoming and respectful of local communities.

Religion can influence tourism by shaping acceptable behaviours and practices. Economic conditions determine affordability and accessibility of tourism services. Culture provides attractions such as festivals, food, and traditions. Social structures, including race and education, affect how communities interact with visitors.

Fill in the blank: Festivals, food, and traditions are examples of attractions provided by _____.



Image of a cultural festival attracting tourists

Plate 1.2: Cultural environment as a tourism attraction



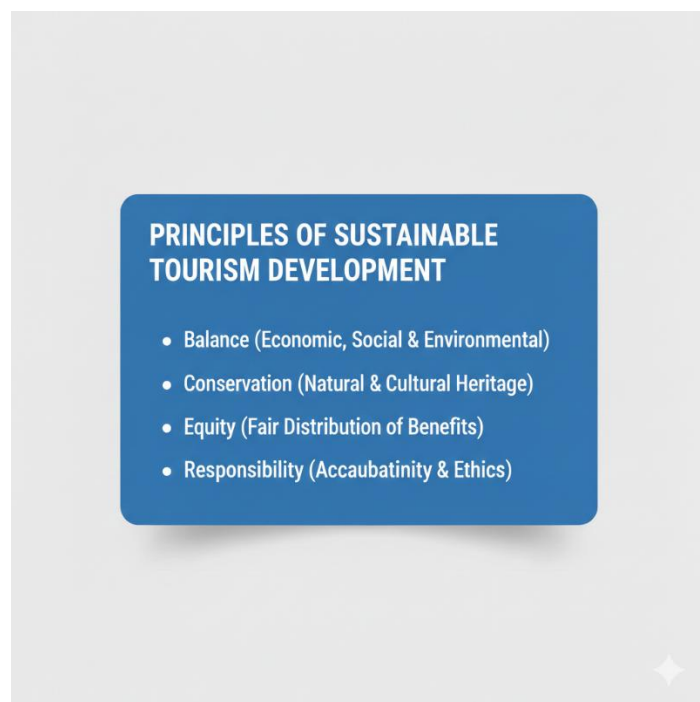
Search string: “cultural tourism festival OER image”

1.3.3 Sustainability and environmental responsibility in tourism

Sustainability in tourism means meeting present needs without compromising the ability of future generations to meet theirs. It requires balancing economic growth with environmental protection and social equity.

Environmental responsibility refers to the duty of tourism stakeholders to minimise negative impacts on the environment. This includes reducing pollution, conserving resources, and protecting biodiversity. Sustainable tourism development integrates these responsibilities into planning and practice.

Fill in the blank: The duty of tourism stakeholders to minimise negative impacts on the environment is called environmental _____.



Box 1.3: Principles of sustainable tourism development

Search string: “sustainable tourism principles OER”

Pilot questions 1.3

1. Which physical environment factor influences seasonal tourism activities such as skiing?
2. What term refers to cultural, religious, and economic structures that shape human behaviour?



3. Give one example of how religion can influence tourism development.
4. What is sustainability in tourism, and why is it important?
5. Define environmental responsibility in the context of tourism planning

1.4 Challenges and Opportunities In Tourism Planning

1.4.1 Common challenges in tourism development

Tourism planning often faces several **challenges**, which are obstacles that hinder the effective growth of destinations. These challenges include inadequate infrastructure, environmental degradation, lack of funding, and poor stakeholder coordination.

Infrastructure refers to the basic physical systems such as roads, airports, and communication networks that support tourism. Without adequate infrastructure, destinations struggle to attract and retain visitors. **Environmental degradation** occurs when tourism activities harm natural resources, leading to pollution, habitat loss, or climate pressures. Funding shortages limit the ability to implement projects, while poor coordination among stakeholders can result in conflicting interests and ineffective policies.

Fill in the blank: Tourism planning faces challenges such as inadequate infrastructure, environmental degradation, lack of funding, and poor _____ coordination.



Diagram showing major challenges in tourism planning

Figure 1.4: Common challenges in tourism planning

Search string: “challenges in tourism planning diagram OER”

1.4.2 Opportunities for growth and innovation in tourism

Despite challenges, tourism planning presents numerous opportunities, which are favourable conditions that can be harnessed for development. Opportunities include technological innovation, eco-tourism, cultural tourism, and community participation.

Technological innovation refers to the use of modern tools such as digital platforms, online booking systems, and smart infrastructure to improve tourism experiences. **Eco-tourism** focuses on environmentally responsible travel that conserves resources and supports local communities. **Cultural tourism** highlights traditions, festivals, and heritage sites as attractions. **Community participation** ensures that local people benefit directly from tourism activities, fostering inclusiveness and sustainability.

Fill in the blank: Eco-tourism focuses on environmentally responsible travel that conserves resources and supports _____ communities.



Image of tourists engaging in eco-friendly activities such as guided nature walks



Plate 1.3: Eco-tourism as an opportunity in tourism planning

Search string: “eco-tourism activities OER image”

1.4.3 Case examples of tourism planning successes and failures

Examining **case examples** helps learners understand how tourism planning can succeed or fail depending on strategies used. Successful cases often involve strong government support, community involvement, and sustainable practices. Failures usually result from neglecting environmental concerns, ignoring local communities, or inadequate funding.

For instance, destinations that invested in eco-tourism and cultural heritage preservation have seen long-term benefits, while those that prioritised short-term gains without planning have faced decline.

Fill in the blank: Destinations that prioritised short-term gains without proper planning often faced _____ in the long term.

TOURISM PLANNING CASE STUDIES

SUCCESSFUL CASES	FAILED CASES
• Bhutan: High-Value, Low-Impact Tourism • Costa Rica: Ecotourism & Conservation • Singapore: Integrated Urban Tourism • Investment Gaps Budget Constraints Economic Instability	• Cancun, Mexico: Overdevelopment & Enprardation • Cancun, Mexico: Enviropmental Degradation • Machu Piccho, Peru: Overtourism & Overtourism & Infrastructure Strain • Boracay, Philippines: Pollution & Unictrouled Growth

Box 1.4: Selected case examples of tourism planning outcomes

Search string: “tourism planning case studies OER”

Pilot questions1.4



1. Name two common challenges faced in tourism planning.
2. What term refers to favourable conditions that can be harnessed for tourism development?
3. Give one example of technological innovation in tourism planning.
4. What is eco-tourism, and why is it considered an opportunity?
5. Why do some tourism destinations fail in the long term?

Series Summary

This Series has introduced you to the foundations of tourism planning and development, highlighting its importance in shaping destinations and ensuring sustainable growth. The purpose was to provide you with a clear understanding of how tourism is organised, the principles that guide it, and the environmental and social factors that influence its success.

We began by defining tourism planning and development, examining its objectives and the importance of planning for growth. Then we explored the principles and processes, including the stages of planning and the roles of stakeholders. Following that, we considered environmental factors, both physical and social, and emphasised sustainability and responsibility. Finally, we discussed common challenges faced in tourism planning and the opportunities for innovation and growth, supported by case examples. By completing this Series, you should now be able to define tourism planning, explain its objectives, analyse principles and processes, evaluate environmental influences, and assess both challenges and opportunities, as outlined in the Series Learning Outcomes.

Glossary of Terms

- **Aquatic bodies:** Natural water features such as rivers, lakes, seas, and oceans that provide opportunities for tourism activities and transport.
- **Case examples:** Real-life illustrations of tourism planning successes or failures, used to highlight practical lessons and outcomes.
- **Cultural sensitivity:** Respecting and valuing local traditions, beliefs, and practices when planning and developing tourism activities.
- **Economic viability:** The ability of tourism projects to generate sufficient financial returns to justify investment and ensure long-term sustainability.
- **Environmental degradation:** The decline in quality of natural resources caused by human activities, including pollution, habitat destruction, and overuse.
- **Environmental responsibility:** The duty of tourism stakeholders to minimise negative impacts on the environment through conservation and sustainable practices.



- **Infrastructure:** Basic physical systems such as roads, airports, and communication networks that support tourism development and visitor access.
- **Inclusiveness:** Ensuring that all stakeholders, including local communities, governments, and private investors, are considered in tourism planning.
- **Objectives of tourism development:** Specific goals such as promoting economic growth, conserving resources, and enhancing cultural exchange that guide tourism projects.
- **Principles of tourism planning:** Fundamental guidelines such as sustainability, inclusiveness, cultural sensitivity, and economic viability that shape tourism development.
- **Social environment:** Cultural, religious, economic, and social structures that influence human behaviour and decision making in tourism.
- **Stakeholders:** Individuals or groups with an interest in tourism development, including governments, communities, investors, tourists, and non-governmental organisations.
- **Sustainability:** Meeting present tourism needs without compromising the ability of future generations to meet theirs, balancing economic, social, and environmental concerns.
- **Tourism development:** The process of improving facilities, services, and attractions to enhance visitor experiences and maximise benefits for host communities.
- **Tourism planning:** The systematic process of organising, designing, and managing tourism activities and resources to achieve sustainable growth.
- **Vision setting:** The stage in tourism planning where long-term goals and desired outcomes for a destination are identified.

Concept Check Questions

Objective Questions

1. Tourism planning is best defined as:

- a) A random process of attracting tourists
- b) A systematic process of organising, designing, and managing tourism activities and resources
- c) A short-term strategy for increasing visitor numbers
- d) A cultural exchange programme

(Linked to SLO 1.1)



2. Which principle of tourism planning ensures respect for local traditions and values?

- a) Sustainability
- b) Inclusiveness
- c) Cultural sensitivity
- d) Economic viability

(Linked to SLO 1.3)

3. The stage of tourism planning that involves assessing progress and making adjustments is called:

- a) Vision setting
- b) Implementation
- c) Monitoring and evaluation
- d) Strategy design

(Linked to SLO 1.4)

4. Eco-tourism focuses on:

- a) Short-term profit maximisation
- b) Environmentally responsible travel that conserves resources and supports local communities
- c) Mass tourism in urban centres
- d) Luxury tourism experiences

(Linked to SLO 1.9)

Short-Answer Questions

5. State one economic objective of tourism development. (Linked to SLO 1.2)

1. Identify two roles of government in tourism planning. (Linked to SLO 1.5)

2. Explain briefly how climate influences tourism activities. (Linked to SLO 1.6)

3. What is meant by environmental responsibility in tourism planning? (Linked to SLO 1.7)

Long-Answer Questions

9. Analyse the importance of stakeholder collaboration in tourism planning, giving examples of different stakeholder roles. (Linked to SLO 1.5)



1. Evaluate the challenges and opportunities in tourism planning, highlighting how destinations can overcome obstacles and harness favourable conditions. (Linked to SLO 1.8 & SLO 1.9)

Answers to Concept Check Questions

Objective Questions

1. b) A systematic process of organising, designing, and managing tourism activities and resources
2. c) Cultural sensitivity
3. c) Monitoring and evaluation
4. b) Environmentally responsible travel that conserves resources and supports local communities

Short-Answer Questions

5. One economic objective of tourism development is job creation and revenue generation.
6. Governments provide regulations, infrastructure, and policy direction.
7. Climate influences tourism by determining seasonal activities, for example skiing in cold regions or beach tourism in warm climates.
8. Environmental responsibility refers to the duty of tourism stakeholders to minimise negative impacts on the environment through conservation and sustainable practices.

Long-Answer Questions

9. Basic response: Stakeholder collaboration is important because tourism involves diverse interests. Governments provide infrastructure and regulations, communities contribute cultural resources, investors supply capital, tourists bring demand, and NGOs advocate for sustainability.

Value-added response: Effective collaboration ensures balanced decision making, reduces conflicts, and promotes inclusiveness. For example, eco-tourism projects succeed when governments provide policies, communities engage in conservation, and NGOs monitor environmental impacts.

1. Basic response: Challenges in tourism planning include inadequate infrastructure, environmental degradation, lack of funding, and poor coordination. Opportunities include technological innovation, eco-tourism, cultural tourism, and community participation. Destinations can overcome challenges by improving infrastructure, securing funding, and fostering collaboration.

Value-added response: Destinations that integrate innovation, sustainability, and inclusiveness often thrive. For instance, using smart technology for visitor management reduces overcrowding, while promoting eco-tourism ensures long-term conservation.



Harnessing cultural heritage and involving communities creates unique experiences that strengthen tourism growth.

Answers to Pilot Questions

Answers to Pilot Questions 1.1

- Tourism activities and resources
- Natural and cultural resources
- Sustainability
- Planning ensures destinations remain attractive, accessible, and environmentally responsible
- Economic objective: job creation; Social objective: cultural exchange

Answers to Pilot Questions 1.2

- Sustainability
- Vision setting
- Implementation
- Local communities provide cultural resources and hospitality
- Stakeholders are governments, communities, investors, tourists, and NGOs; they are important because they balance diverse interests and contribute to effective planning

Answers to Pilot Questions 1.3

- Climate
- Social environment
- Religion can influence acceptable behaviours and practices in tourism
- Sustainability means meeting present needs without compromising future generations
- Environmental responsibility is the duty of stakeholders to minimise negative impacts on the environment

Answers to Pilot Questions 1.4

- Inadequate infrastructure and environmental degradation
- Opportunities
- Online booking systems or smart infrastructure



- Eco-tourism is environmentally responsible travel that conserves resources and supports communities
- They fail because of neglecting environmental concerns, ignoring local communities, or inadequate planning and funding

References and Attributions

General References

- Weaver, D., & Lawton, L. (2014). Tourism management. John Wiley & Sons.
- Hall, C. M. (2008). Tourism planning: Policies, processes and relationships. Pearson Education.
- World Tourism Organization (UNWTO). (2018). Tourism and sustainability. Retrieved from <https://www.unwto.org>
- Open Educational Resources (OER Commons). (n.d.). Tourism planning and development resources. Retrieved from <https://www.oercommons.org>

Illustrations

- Figure 1.1: Stages of tourism planning

Attribution: AI-generated using Copilot graphic tool.

Prompt: “Create a simple flowchart showing stages of tourism planning: vision, objectives, strategies, implementation, monitoring.”

Suggested OER search string: “tourism planning stages diagram OER”.

- Box 1.1: Selected objectives of tourism development

Attribution: AI-generated using Copilot graphic tool.

Prompt: “Generate a text box listing objectives of tourism development such as economic growth, conservation, cultural exchange.”

Suggested OER search string: “objectives of tourism development OER”.

- Plate 1.1: Example of a sustainably planned tourist destination

Attribution: AI-generated using Copilot graphic tool.

Prompt: “Generate an image of a tourist destination with eco-friendly infrastructure and preserved natural landscape.”

Suggested OER search string: “sustainable tourism destination OER image”.

- Box 1.2: Selected principles of tourism planning

Attribution: AI-generated using Copilot graphic tool.



Prompt: “Generate a text box listing principles of tourism planning: sustainability, inclusiveness, cultural sensitivity, economic viability.”

Suggested OER search string: “principles of tourism planning OER”.

- Figure 1.2: Stages of tourism development planning

Attribution: AI-generated using Copilot graphic tool.

Prompt: “Create a flowchart showing stages of tourism planning: vision, objectives, strategy, implementation, monitoring.”

Suggested OER search string: “tourism planning stages flowchart OER”.

- Table 1.1: Roles of stakeholders in tourism planning

Attribution: AI-generated using Copilot graphic tool.

Prompt: “Generate a table listing stakeholders in tourism planning and their roles: government, communities, investors, tourists, NGOs.”

Suggested OER search string: “stakeholders in tourism planning table OER”.

- Figure 1.3: Physical environments influencing tourism

Attribution: AI-generated using Copilot graphic tool.

Prompt: “Create a diagram showing landforms, climate zones, and aquatic bodies with examples of tourism activities.”

Suggested OER search string: “physical environment tourism diagram OER”.

- Plate 1.2: Cultural environment as a tourism attraction

Attribution: AI-generated using Copilot graphic tool.

Prompt: “Generate an image of a cultural festival with tourists participating respectfully.”

Suggested OER search string: “cultural tourism festival OER image”.

- Box 1.3: Principles of sustainable tourism development

Attribution: AI-generated using Copilot graphic tool.

Prompt: “Generate a text box listing principles of sustainable tourism development: balance, conservation, equity, responsibility.”

Suggested OER search string: “sustainable tourism principles OER”.

- Figure 1.4: Common challenges in tourism planning

Attribution: AI-generated using Copilot graphic tool.

Prompt: “Create a diagram showing challenges in tourism planning: infrastructure, environment, funding, coordination.”



Suggested OER search string: “challenges in tourism planning diagram OER”.

- Plate 1.3: Eco-tourism as an opportunity in tourism planning

Attribution: AI-generated using Copilot graphic tool.

Prompt: “Generate an image of eco-tourists participating in guided nature walks in a preserved environment.”

Suggested OER search string: “eco-tourism activities OER image”.

- Box 1.4: Selected case examples of tourism planning outcomes

Attribution: AI-generated using Copilot graphic tool.

Prompt: “Generate a text box summarising examples of successful and failed tourism planning cases.”

Suggested OER search string: “tourism planning case studies OER”.

Course Code: HMT 103

Course Title: Earth and Environment

Course Units: 2 units

1. Foundations of Tourism Planning and Development
2. Earth's Landforms and Their Significance in Tourism
3. Atmosphere, Aquatic Bodies, and Environmental Classifications
4. Social Environment and Its Influence on Human Decision Making
5. Government, Education, and Cultural Dimensions in Tourism

Suggested Outline for Series 2: Earth's Landforms and Their Significance in Tourism

Part 1: Introduction to Earth's Landforms

- Definition of landforms
- Classification of major landforms (mountains, plains, plateaus, valleys, deserts, coastal areas)
- Importance of landforms in shaping human activity and settlement



Part 2: Mountains and Highlands in Tourism

- Characteristics of mountains and highlands
- Tourism activities associated with mountains (hiking, skiing, mountaineering, sightseeing)
- Case examples of mountain tourism destinations

Part 3: Plains, Plateaus, and Valleys in Tourism

- Features of plains and their agricultural and cultural tourism significance
- Plateaus as unique landscapes for adventure and heritage tourism
- Valleys as centres of scenic beauty and eco-tourism

Part 4: Coastal and Desert Landforms in Tourism

- Coastal areas and their role in beach, marine, and cruise tourism
- Deserts as destinations for adventure, cultural, and safari tourism
- Challenges and opportunities in developing tourism in coastal and desert regions

Introduction

Across the world, the natural landscape shapes the way people live, travel, and explore. From towering mountains to vast deserts, and from fertile plains to scenic coastlines, landforms are not only physical features of the Earth but also powerful attractions that drive tourism. Understanding these landforms and their significance helps us appreciate how destinations are developed and why certain regions become popular centres of travel. This Series builds directly on the foundations of tourism planning by focusing on the Earth's landforms and their role in tourism development.

The aim of this Series is to introduce you to the major landforms of the Earth and to explain their importance in tourism. It seeks to equip you with the knowledge to analyse how different landscapes influence tourism activities and to evaluate the opportunities and challenges they present for destination development.

We shall commence this Series by exploring the concept and classification of landforms, highlighting their relevance to human activity and settlement. Next, we will examine mountains and highlands, considering their characteristics and tourism activities such as hiking and skiing. Following that, we will move on to plains, plateaus, and valleys, focusing on their agricultural, cultural, and scenic significance. Finally, we will wrap up by studying coastal and desert landforms, discussing their tourism potential as well as the challenges and opportunities they present.



Series Learning Outcomes

Upon completing this Series, you should be able to:

- SLO 2.1: Define landforms and classify the major types relevant to tourism.
- SLO 2.2: Explain the significance of landforms in shaping human activity and tourism development.
- SLO 2.3: Describe the characteristics of mountains and highlands and identify tourism activities associated with them.
- SLO 2.4: Analyse case examples of mountain tourism destinations to highlight their appeal and challenges.
- SLO 2.5: Explain the features of plains and evaluate their agricultural and cultural tourism significance.
- SLO 2.6: Describe the role of plateaus as unique landscapes for adventure and heritage tourism.
- SLO 2.7: Examine valleys as centres of scenic beauty and eco-tourism.
- SLO 2.8: Analyse the tourism potential of coastal areas, including beach, marine, and cruise tourism.
- SLO 2.9: Evaluate deserts as destinations for adventure, cultural, and safari tourism.
- SLO 2.10: Assess the challenges and opportunities in developing tourism in coastal and desert regions.

2.1 Introduction To Earth's Landforms

2.1.1 Definition of landforms

Landforms are the natural physical features of the Earth's surface, shaped by geological processes such as tectonic activity, erosion, and deposition. They include mountains, plains, plateaus, valleys, deserts, and coastal areas. Landforms are significant because they influence human settlement, economic activities, and tourism development.

Tourism often depends on the attractiveness of landforms, as they provide destinations for leisure, adventure, and cultural experiences. For example, mountains attract hikers and skiers, while coastlines draw beach lovers and cruise travellers.

Fill in the blank: Landforms are natural physical features of the Earth's surface shaped by _____ processes.



MAJOR LANDFORMS

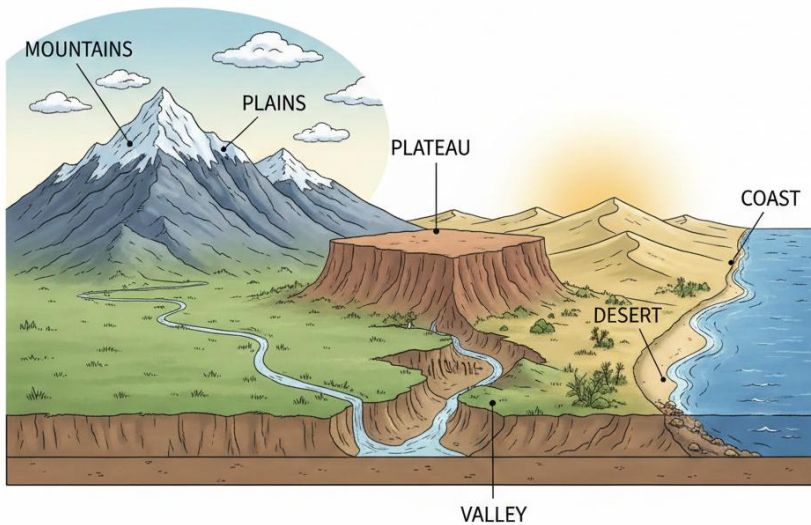


Diagram showing examples of major landforms (mountains, plains, plateaus, valleys, deserts, coasts)

Figure 2.1: Major landforms of the Earth

Search string: “diagram of major landforms OER”

2.1.2 Classification of major landforms

Landforms can be classified into several categories based on their origin and characteristics. The main types include:

- **Mountains:** Elevated land masses formed by tectonic forces or volcanic activity.
- **Plains:** Flat or gently rolling areas often used for agriculture and settlement.
- **Plateaus:** Elevated flat regions that rise sharply above surrounding areas.
- **Valleys:** Low areas between hills or mountains, often shaped by rivers.
- **Deserts:** Arid regions with little vegetation, known for their unique landscapes.



- **Coastal areas:** Landforms along the edges of seas and oceans, shaped by waves and tides.

Each landform type offers distinct opportunities for tourism, ranging from adventure sports to cultural exploration.

Fill in the blank: Elevated flat regions that rise sharply above surrounding areas are called _____.

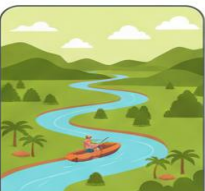
TOURISM & LANDFORMS			
 MOUNTAINS - Hiking, Skiki - Scenic Views - Cultural Sites	 PLAINS - Safaris - Farm Stays - Historical Sites	 PLAINS - Wildlife Safaris - Hot af Ballooning - Bird Watching	 PLATEAUS - Rock Climbing - Canyons - Acrahoology
 DESERTS - Dune Bashing - Camel Safarias - Stargazing	 VALLEYS - Rafting - Vineyards - Camic Drives - Scenic Drives	 COASTS - Beaches - Swimming - Snokeling - Lightooouss	 COASTS - Surfing - Sailing - Whale Watching - Seafood Cuisine

Table 2.1: Classification of major landforms and their tourism significance

Search string: “classification of landforms tourism OER table”

2.1.3 Importance of landforms in shaping human activity and settlement

Landforms play a crucial role in determining where people live, how they travel, and what economic activities they pursue. For example, fertile plains support agriculture and dense populations, while mountainous regions may limit settlement but encourage tourism and recreation. Coastal areas often become centres of trade and tourism due to their accessibility.

In tourism, landforms provide the natural settings that attract visitors. They shape the identity of destinations and influence the types of activities offered. Recognising the



importance of landforms helps planners design tourism strategies that align with natural features.

Fill in the blank: Fertile plains support agriculture and dense _____, while mountainous regions may limit settlement.

Image of a tourist destination showing diverse landforms (mountains, plains, coastlines)
Plate 2.1: Landforms shaping human activity and tourism

Search string: “landforms tourism destination OER image”

Pilot questions

1. What are landforms, and how are they formed?
2. List the six major types of landforms.
3. Which landform type is characterised by elevated flat regions rising above surrounding areas?
4. How do fertile plains influence human settlement?
5. Why are landforms important in tourism development?

2.2 Mountains And Highlands In Tourism

2.2.1 Characteristics of mountains and highlands

Mountains are elevated landforms rising prominently above their surroundings, often formed by tectonic forces or volcanic activity. They are characterised by steep slopes, significant height, and climatic variations. **Highlands** refer to elevated regions that may include mountains, hills, and plateaus, generally lying above the surrounding terrain.

These landforms are important in tourism because they provide scenic beauty, unique climates, and opportunities for adventure. Mountains often serve as natural landmarks and cultural symbols, while highlands offer diverse landscapes for exploration.

Fill in the blank: Elevated regions that include mountains, hills, and plateaus are collectively referred to as _____.



MOUNTAINS AND HIGHLANDS FEATURES

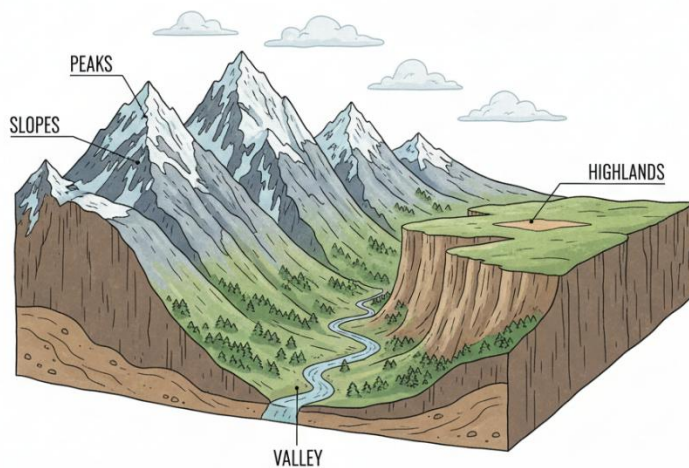


Diagram showing the structure and features of mountains and highlands

Figure 2.2: Characteristics of mountains and highlands

Search string: “diagram of mountains and highlands OER”

2.2.2 Tourism activities associated with mountains

Mountains and highlands support a wide range of tourism activities. These include **hiking**, which is walking long distances across trails; **skiing**, which involves sliding over snow using skis; **mountaineering**, which is the sport of climbing mountains; and **sightseeing**, which refers to visiting scenic places for enjoyment and relaxation.

Such activities attract tourists seeking adventure, recreation, and cultural experiences. They also contribute to local economies by creating jobs and generating income through hospitality, guiding services, and transport.

Fill in the blank: The sport of climbing mountains is referred to as _____.

Image of tourists engaging in mountain activities such as hiking and skiing

Plate 2.2: Tourism activities in mountain regions

Search string: “mountain tourism activities OER image”



2.2.3 Case examples of mountain tourism destinations

Several destinations worldwide illustrate the significance of mountains in tourism. The **Alps** in Europe are famous for skiing and winter sports. The **Himalayas** in Asia attract mountaineers and spiritual seekers. The **Rocky Mountains** in North America offer hiking, wildlife viewing, and scenic drives. In Africa, the **Mount Kilimanjaro** region is renowned for trekking and cultural tourism.

These examples show how mountains serve as global tourism hubs, each offering unique attractions and challenges.

Fill in the blank: The Himalayas in Asia attract both mountaineers and _____ seekers.

MOUNTAIN TOURISM DESTINATIONS

- Alps (Europe)
- Himalayas. Asia
- Rockies - Nouth America
- Mount Kilaimanaro (Africa)

Box 2.2: Selected case examples of mountain tourism destinations

Search string: “case studies mountain tourism destinations OER”

Pilot questions

1. What are mountains, and how are they formed?
2. What term refers to elevated regions that include mountains, hills, and plateaus?
3. Name two tourism activities associated with mountains.
4. Which sport involves climbing mountains?
5. Give one example of a famous mountain tourism destination and its main attraction.



2.3 Plains, Plateaus, And Valleys In Tourism

2.3.1 Features of plains and their agricultural and cultural tourism significance

Plains are broad, flat, or gently rolling areas of land with minimal elevation change. They are often fertile and suitable for agriculture, making them centres of food production and human settlement. Plains also host cultural tourism activities such as festivals, traditional farming practices, and heritage sites.

Tourists are drawn to plains for their accessibility, cultural richness, and opportunities to experience rural lifestyles. Agricultural tourism, sometimes called **agric-tourism**, allows visitors to engage in farming activities, taste local produce, and learn about traditional methods.

Fill in the blank: Agricultural tourism, also known as _____, allows visitors to engage in farming activities and taste local produce.

Image of tourists participating in agricultural tourism activities on plains

Plate 2.3: Agricultural and cultural tourism on plains

Search string: “agri-tourism plains OER image”

2.3.2 Plateaus as unique landscapes for adventure and heritage tourism

Plateaus are elevated flat regions that rise sharply above surrounding areas. They are often formed by volcanic activity or tectonic uplift. Plateaus provide dramatic landscapes and are valued for their geological uniqueness.

Tourism activities on plateaus include adventure sports such as trekking and rock climbing, as well as heritage tourism linked to ancient civilisations that settled on these elevated lands. Plateaus often hold archaeological sites, sacred spaces, and cultural landmarks that attract visitors.

Fill in the blank: Elevated flat regions that rise sharply above surrounding areas are called _____.



PLATEAU FEATURES

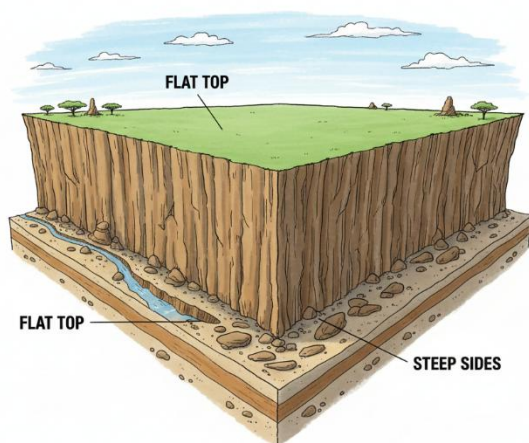


Diagram showing the formation and features of plateaus

Figure 2.3: Structure and features of plateaus

Search string: “diagram of plateaus OER”

2.3.3 Valleys as centres of scenic beauty and eco-tourism

Valleys are low-lying areas between hills or mountains, often shaped by rivers or glaciers. They are known for their scenic beauty, fertile soils, and biodiversity. Valleys provide opportunities for eco-tourism, which is tourism focused on natural environments and sustainability.

Tourists visit valleys for activities such as river rafting, bird watching, and nature walks. Valleys also serve as cultural centres, with communities living in harmony with their environment. Their landscapes often inspire art, literature, and spiritual reflection.

Fill in the blank: Tourism focused on natural environments and sustainability is referred to as _____ tourism.



VALLEY TOURISM ACTIVITIES

- River Rafting
- Bird Watching
- Nature Walks
- Cultural Visits

Box 2.3: Examples of valley tourism activities

Search string: “valley tourism activities OER”

Pilot questions

1. What are plains, and why are they important for tourism?
2. What is another term for agricultural tourism?
3. How are plateaus formed, and what tourism activities are associated with them?
4. Which landform is characterised by low-lying areas between hills or mountains?
5. Give two examples of eco-tourism activities commonly found in valleys.

2.4 Coastal and Desert Landforms in Tourism

2.4.1 Coastal areas and their role in beach, marine, and cruise tourism

Coastal areas are regions where land meets the sea or ocean. They are shaped by waves, tides, and currents, and often feature beaches, cliffs, estuaries, and bays. Coastal areas are among the most popular tourism destinations because they provide opportunities for beach holidays, marine exploration, and cruise travel.

Beach tourism includes activities such as swimming, sunbathing, and water sports. Marine tourism focuses on exploring underwater environments through diving and snorkelling. Cruise tourism involves travelling by ship to visit multiple coastal destinations.

Fill in the blank: Tourism that focuses on exploring underwater environments through diving and snorkelling is called _____ tourism.



Image of tourists enjoying beach and marine activities along a coastline

Plate 2.4: Coastal tourism activities

Search string: “coastal tourism activities OER image”

2.4.2 Deserts as destinations for adventure, cultural, and safari tourism

Deserts are arid regions with little rainfall and sparse vegetation. They are characterised by extreme temperatures, sand dunes, and unique ecosystems. Despite their harsh conditions, deserts attract tourists seeking adventure, cultural experiences, and wildlife encounters.

Adventure tourism in deserts includes dune bashing, camel trekking, and sandboarding. Cultural tourism highlights traditional desert communities, crafts, and festivals. Safari tourism offers opportunities to observe desert wildlife such as antelopes and reptiles.

Fill in the blank: Riding camels across desert landscapes is an example of _____ trekking.

DESERT FEATURES AND TOURISM

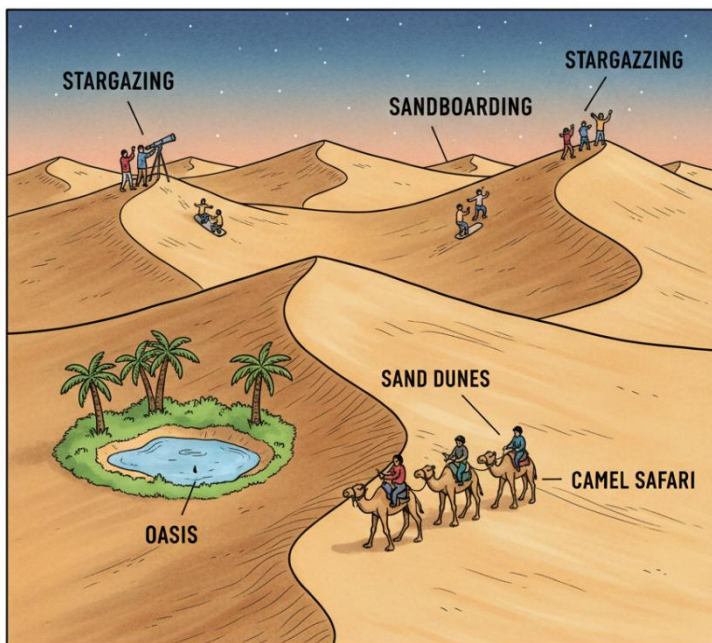


Diagram showing desert features and tourism activities

Figure 2.4: Desert tourism opportunities



Search string: “desert tourism diagram OER”

2.4.3 Challenges and opportunities in developing tourism in coastal and desert regions

Tourism in coastal and desert regions faces both challenges and opportunities.

Challenges include environmental degradation, climate change, and overuse of resources. Coastal areas may suffer from pollution and erosion, while deserts face risks of habitat loss and water scarcity.

Opportunities lie in promoting sustainable tourism practices. Coastal regions can develop eco-friendly resorts and marine conservation projects. Deserts can highlight cultural heritage and eco-tourism initiatives that respect fragile ecosystems. By balancing development with conservation, destinations can ensure long-term benefits.

Fill in the blank: Coastal regions can promote sustainability by developing eco-friendly resorts and _____ conservation projects.

LANDFORM TOURISM: CHALLENGES & OPPORTUNITIES

CHALLENGES	OPPORTUNITIES
• Pollution (visual & waste) • Erosion (footpath & development) • Water Scarcity (over-consumption)	• Eco-Resorts (sustainable infra) • Cultural Heritage (local engagement) • Conservation (protection efforts)

Box 2.4: Challenges and opportunities in coastal and desert tourism

Search string: “challenges and opportunities coastal desert tourism OER”

Pilot questions



1. What are coastal areas, and why are they important for tourism?
2. Which type of tourism involves travelling by ship to visit multiple destinations?
3. Name two adventure tourism activities commonly found in deserts.
4. What term describes riding camels across desert landscapes?
5. Identify one challenge and one opportunity in developing tourism in coastal regions.

Series Summary

This Series has focused on the Earth's landforms and their significance in tourism, emphasising how natural landscapes shape destinations and influence the types of activities available to visitors. The purpose was to help you recognise the importance of landforms in tourism development and to provide you with the knowledge needed to analyse their role in human settlement, cultural identity, and economic opportunities.

We began by defining and classifying landforms, then moved on to examine mountains and highlands, highlighting their characteristics and associated tourism activities. Following that, we explored plains, plateaus, and valleys, considering their agricultural, cultural, and eco-tourism significance. Finally, we studied coastal and desert regions, identifying both their tourism potential and the challenges they face. By completing this Series, you should now be able to define and classify landforms, explain their significance, describe tourism activities linked to different landscapes, and evaluate the opportunities and challenges they present, as outlined in the Series Learning Outcomes.

Glossary of Terms

- **Agri-tourism:** A form of tourism where visitors engage in farming activities, taste local produce, and learn about traditional agricultural practices.
- **Coastal areas:** Regions where land meets the sea or ocean, often featuring beaches, cliffs, estuaries, and bays, and serving as popular tourism destinations.
- **Cruise tourism:** Travel by ship to visit multiple coastal destinations, often combining leisure, entertainment, and exploration.
- **Deserts:** Arid regions with little rainfall and sparse vegetation, characterised by sand dunes, extreme temperatures, and unique ecosystems.
- **Eco-tourism:** Tourism focused on natural environments and sustainability, encouraging conservation and respect for local communities.
- **Highlands:** Elevated regions that include mountains, hills, and plateaus, generally lying above surrounding terrain and offering diverse landscapes for tourism.
- **Mountains:** Elevated landforms rising prominently above their surroundings, often formed by tectonic forces or volcanic activity, and valued for scenic beauty and adventure tourism.



- **Plains:** Broad, flat, or gently rolling areas of land with minimal elevation change, often fertile and suitable for agriculture and cultural tourism.
- **Plateaus:** Elevated flat regions that rise sharply above surrounding areas, formed by volcanic activity or tectonic uplift, and valued for adventure and heritage tourism.
- **Safari tourism:** Tourism that involves observing wildlife in natural habitats, often associated with desert or savannah environments.
- **Valleys:** Low-lying areas between hills or mountains, shaped by rivers or glaciers, known for scenic beauty, fertile soils, and eco-tourism opportunities.

Concept Check Questions

Objective Questions

1. Which of the following best defines landforms?

- a) Human-made structures for tourism
- b) Natural physical features of the Earth's surface shaped by geological processes
- c) Artificial landscapes created for recreation
- d) Cultural heritage sites

(Linked to SLO 2.1)

2. Elevated flat regions that rise sharply above surrounding areas are called:

- a) Plains
- b) Valleys
- c) Plateaus
- d) Highlands

(Linked to SLO 2.6)

3. Which tourism activity is most closely associated with mountains?

- a) Camel trekking
- b) Skiing
- c) Sunbathing
- d) Cruise travel

(Linked to SLO 2.3)

4. Eco-tourism is best described as:



- a) Tourism focused on shopping and entertainment
- b) Tourism focused on natural environments and sustainability
- c) Tourism focused on luxury resorts
- d) Tourism focused on urban centres

(Linked to SLO 2.7)

Short-Answer Questions

- 5. Define plains and explain why they are important for tourism. (Linked to SLO 2.5)
- 1. Identify two examples of mountain tourism destinations and their main attractions. (Linked to SLO 2.4)
- 2. State one challenge and one opportunity in developing tourism in coastal regions. (Linked to SLO 2.10)
- 3. What is meant by safari tourism in desert regions? (Linked to SLO 2.9)

Long-Answer Questions

- 9. Analyse the significance of valleys in eco-tourism, giving examples of activities that attract visitors. (Linked to SLO 2.7)
- 1. Evaluate the challenges and opportunities in desert tourism, highlighting how destinations can balance development with conservation. (Linked to SLO 2.9 & SLO 2.10)

Answers to Concept Check Questions

Objective Questions

- 1. b) Natural physical features of the Earth's surface shaped by geological processes
- 2. c) Plateaus
- 3. b) Skiing
- 4. b) Tourism focused on natural environments and sustainability

Short-Answer Questions

- 5. Plains are broad, flat, or gently rolling areas of land with minimal elevation change. They are important for tourism because they support agriculture, cultural festivals, and rural tourism experiences.
- 6. Examples include the Alps in Europe (skiing and winter sports) and the Himalayas in Asia (mountaineering and spiritual tourism).



7. Challenge: Pollution and erosion. Opportunity: Development of eco-friendly resorts and marine conservation projects.

8. Safari tourism in desert regions involves observing wildlife in their natural habitats, such as antelopes and reptiles.

Long-Answer Questions

9. Basic response: Valleys are low-lying areas between hills or mountains, often shaped by rivers. They are significant in eco-tourism because they offer scenic beauty, fertile soils, and biodiversity. Activities include river rafting, bird watching, and nature walks.

Value-added response: Beyond their natural appeal, valleys also serve as cultural centres where communities live sustainably. They inspire art, literature, and spirituality, making them destinations for both ecological and cultural tourism. Successful eco-tourism in valleys often integrates conservation projects with community participation.

1. Basic response: Desert tourism faces challenges such as extreme temperatures, water scarcity, and fragile ecosystems. Opportunities include adventure activities like dune bashing and camel trekking, as well as cultural tourism showcasing traditional desert communities.

Value-added response: Destinations can balance development with conservation by promoting eco-tourism initiatives, supporting local communities, and protecting wildlife habitats. For example, integrating renewable energy solutions and water conservation practices ensures sustainability. Highlighting cultural heritage alongside adventure tourism creates unique experiences that strengthen desert tourism while safeguarding the environment.

Answers to Pilot Questions

1. Landforms are natural physical features of the Earth's surface shaped by geological processes such as tectonic activity, erosion, and deposition.

2. The six major types of landforms are mountains, plains, plateaus, valleys, deserts, and coastal areas.

3. Elevated flat regions rising above surrounding areas are called plateaus.

4. Fertile plains influence human settlement by supporting agriculture and dense populations.

5. Landforms are important in tourism development because they provide natural settings that attract visitors and shape destination identity.

6. Mountains are elevated landforms formed by tectonic forces or volcanic activity.

7. Elevated regions that include mountains, hills, and plateaus are referred to as highlands.



8. Two tourism activities associated with mountains are hiking and skiing.
9. The sport of climbing mountains is called mountaineering.
10. Example: The Alps are famous for skiing and winter sports; the Himalayas attract mountaineers and spiritual seekers.
11. Plains are broad, flat, or gently rolling areas of land with minimal elevation change. They are important for tourism because they support agriculture, cultural festivals, and rural tourism experiences.
12. Another term for agricultural tourism is agri-tourism.
13. Plateaus are formed by volcanic activity or tectonic uplift. Tourism activities include trekking, rock climbing, and heritage exploration.
14. Valleys are low-lying areas between hills or mountains.
15. Two eco-tourism activities commonly found in valleys are river rafting and bird watching.
16. Coastal areas are regions where land meets the sea or ocean. They are important for tourism because they provide opportunities for beach holidays, marine exploration, and cruise travel.
17. Cruise tourism involves travelling by ship to visit multiple destinations.
18. Two adventure tourism activities in deserts are dune bashing and sandboarding.
19. Riding camels across desert landscapes is called camel trekking.
20. Challenge: Pollution and erosion in coastal regions. Opportunity: Development of eco-friendly resorts and marine conservation projects.

References and Attributions

General References

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- World Tourism Organization (UNWTO). (2018). Tourism and sustainability. Retrieved from <https://www.unwto.org>
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Illustrations

- Figure 2.1: Major landforms of the Earth

Attribution: AI-generated using Copilot graphic tool. Prompt: “Create a labelled diagram showing major landforms: mountains, plains, plateaus, valleys, deserts, coasts.” Suggested OER search string: “diagram of major landforms OER”.

- Table 2.1: Classification of major landforms and their tourism significance

Attribution: AI-generated using Copilot graphic tool. Prompt: “Generate a table listing landforms (mountains, plains, plateaus, valleys, deserts, coasts) with tourism significance.” Suggested OER search string: “classification of landforms tourism OER table”.

- Plate 2.1: Landforms shaping human activity and tourism

Attribution: AI-generated using Copilot graphic tool. Prompt: “Generate an image showing diverse landforms: mountains, plains, coastlines with tourism activities.” Suggested OER search string: “landforms tourism destination OER image”.

- Figure 2.2: Characteristics of mountains and highlands

Attribution: AI-generated using Copilot graphic tool. Prompt: “Create a labelled diagram showing mountains and highlands with features such as slopes, peaks, and valleys.” Suggested OER search string: “diagram of mountains and highlands OER”.

- Plate 2.2: Tourism activities in mountain regions

Attribution: AI-generated using Copilot graphic tool. Prompt: “Generate an image showing tourists hiking and skiing in a mountain landscape.” Suggested OER search string: “mountain tourism activities OER image”.

- Box 2.2: Selected case examples of mountain tourism destinations

Attribution: AI-generated using Copilot graphic tool. Prompt: “Generate a text box listing examples of mountain tourism destinations: Alps, Himalayas, Rockies, Kilimanjaro.” Suggested OER search string: “case studies mountain tourism destinations OER”.

- Plate 2.3: Agricultural and cultural tourism on plains

Attribution: AI-generated using Copilot graphic tool. Prompt: “Generate an image showing tourists engaging in farming activities and cultural festivals on plains.” Suggested OER search string: “agri-tourism plains OER image”.

- Figure 2.3: Structure and features of plateaus



Attribution: AI-generated using Copilot graphic tool. Prompt: "Create a labelled diagram showing plateaus with features such as flat tops and steep sides." Suggested OER search string: "diagram of plateaus OER".

- Box 2.3: Examples of valley tourism activities

Attribution: AI-generated using Copilot graphic tool. Prompt: "Generate a text box listing valley tourism activities: river rafting, bird watching, nature walks, cultural visits." Suggested OER search string: "valley tourism activities OER".

- Plate 2.4: Coastal tourism activities

Attribution: AI-generated using Copilot graphic tool. Prompt: "Generate an image showing tourists swimming, snorkelling, and relaxing on a beach." Suggested OER search string: "coastal tourism activities OER image".

- Figure 2.4: Desert tourism opportunities

Attribution: AI-generated using Copilot graphic tool. Prompt: "Create a labelled diagram showing desert features such as dunes, oases, and tourism activities." Suggested OER search string: "desert tourism diagram OER".

- Box 2.4: Challenges and opportunities in coastal and desert tourism

Attribution: AI-generated using Copilot graphic tool. Prompt: "Generate a text box listing challenges (pollution, erosion, water scarcity) and opportunities (eco-resorts, cultural heritage, conservation)." Suggested OER search string: "challenges and opportunities coastal desert tourism OER".

Course Code: HMT 103

Course Title: Earth and Environment

Course Units: 2 units

1. Foundations of Tourism Planning and Development
2. Earth's Landforms and Their Significance in Tourism
3. Atmosphere, Aquatic Bodies, and Environmental Classifications
4. Social Environment and Its Influence on Human Decision Making
5. Government, Education, and Cultural Dimensions in Tourism



Suggested Outline for Series 3: Atmosphere, Aquatic Bodies, and Environmental Classifications

Part 1: The Atmosphere and Its Role in Tourism

- Definition and composition of the atmosphere
- Layers of the atmosphere and their characteristics
- Influence of atmospheric conditions on tourism activities

Part 2: Aquatic Bodies and Their Tourism Significance

- Classification of aquatic bodies (oceans, seas, rivers, lakes)
- Tourism activities associated with aquatic bodies (boating, diving, cruises, fishing)
- Case examples of aquatic-based tourism destinations

Part 3: Environmental Classifications and Tourism Development

- Definition of environmental classifications (climatic and ecological zones)
- Types of environmental classifications (tropical, temperate, polar, arid, etc.)
- Tourism opportunities and challenges in different environmental zones

Part 4: Interactions Between Atmosphere, Aquatic Bodies, and Environments

- How atmosphere and aquatic bodies influence environmental classifications
- Integrated impact on tourism planning and destination appeal
- Sustainable approaches to managing tourism across diverse environments

Introduction

The Earth's atmosphere and aquatic bodies are vital components of our environment, shaping climate, ecosystems, and human activity. They influence where people live, how they travel, and the kinds of experiences available to tourists. Alongside these, environmental classifications such as tropical, temperate, or arid zones provide a framework for understanding how different regions support distinct forms of tourism. This Series builds on our earlier exploration of landforms by turning attention to the air, water, and environmental zones that together define the planet's diversity and appeal.



The aim of this Series is to introduce you to the atmosphere, aquatic bodies, and environmental classifications, and to explain their significance in tourism development. It seeks to equip you with the ability to analyse how these natural systems interact and how they shape tourism opportunities and challenges across different regions.

We shall commence this Series by examining the atmosphere, its composition, layers, and influence on tourism activities. Next, we will explore aquatic bodies such as oceans, seas, rivers, and lakes, considering their tourism significance and case examples. Following that, we will move on to environmental classifications, looking at climatic and ecological zones and their tourism potential. Finally, we will wrap up by studying the interactions between atmosphere, aquatic bodies, and environments, highlighting their integrated impact on tourism planning and sustainable development.

Series Learning Outcomes

- SLO 3.1: Define the atmosphere and explain its significance in tourism.
- SLO 3.2: Identify and describe aquatic bodies and their tourism relevance.
- SLO 3.3: Analyse environmental classifications and evaluate their impact on tourism.
- SLO 3.4: Assess the interactions between atmosphere, aquatic bodies, and environments in tourism planning.
- SLO 3.5: Evaluate sustainable approaches to managing tourism across diverse environments.

3.1 The Atmosphere and Its Role in Tourism

3.1.1 Definition and composition of the atmosphere

The **atmosphere** is the layer of gases surrounding the Earth, held in place by gravity. It is composed mainly of nitrogen, oxygen, carbon dioxide, and trace gases, which together support life and regulate climate. The atmosphere is essential for tourism because it influences weather, air quality, and the overall comfort of travellers.

Tourism activities such as sightseeing, hiking, and beach holidays depend on favourable atmospheric conditions. Poor air quality or extreme weather can discourage visitors, while pleasant climates attract them.

Fill in the blank: The atmosphere is the layer of _____ surrounding the Earth, held in place by gravity.



Diagram showing the composition of the Earth's atmosphere (nitrogen, oxygen, carbon dioxide, trace gases)

Figure 3.1: Composition of the atmosphere

Search string: "composition of atmosphere diagram OER"

3.1.2 Layers of the atmosphere and their characteristics

The atmosphere is divided into distinct layers, each with unique features:

- **Troposphere:** The lowest layer where weather occurs and where most tourism activities are influenced.
- **Stratosphere:** Contains the ozone layer, which protects life from harmful ultraviolet radiation.
- **Mesosphere:** Known for meteor activity and decreasing temperatures.
- **Thermosphere:** Contains auroras and satellites, with very high temperatures
- **Exosphere:** The outermost layer, gradually merging into space.

Tourism is most affected by the troposphere, as this is where weather patterns such as rainfall, storms, and sunshine occur.

Fill in the blank: The layer of the atmosphere where weather occurs is called the _____.

Diagram showing the layers of the atmosphere with altitude ranges

Figure 3.2: Layers of the atmosphere

Search string: "layers of atmosphere diagram OER"

3.1.3 Influence of atmospheric conditions on tourism activities

Atmospheric conditions such as temperature, rainfall, wind, and air quality directly affect tourism. Pleasant climates encourage outdoor activities, while extreme conditions may restrict travel. For example, sunny weather supports beach tourism, while snowfall enables skiing.

Tourism planners often consider climate data when developing destinations. Seasonal variations influence tourist flows, with peak seasons aligning with favourable atmospheric conditions.

Fill in the blank: Seasonal variations in atmospheric conditions influence the flow of _____ to destinations.



Box 3.1: Examples of atmospheric conditions influencing tourism

Search string: “atmospheric conditions tourism examples OER”

Pilot questions

1. What is the atmosphere, and what is it composed of?
2. Name the five layers of the atmosphere.
3. Which layer of the atmosphere is most relevant to tourism activities?
4. Give two examples of how atmospheric conditions influence tourism.
5. Why do tourism planners consider climate data when developing destinations?

3.2 Aquatic Bodies and Their Tourism Significance

3.2.1 Classification of aquatic bodies

Aquatic bodies are natural water features on the Earth’s surface, including oceans, seas, rivers, and lakes. They are vital for sustaining ecosystems, supporting human life, and providing opportunities for tourism. Oceans and seas are vast saltwater expanses, rivers are flowing bodies of freshwater, and lakes are inland water reservoirs.

Each type of aquatic body offers unique tourism opportunities. Oceans and seas support beach holidays and cruises, rivers encourage boating and rafting, while lakes provide settings for fishing and relaxation.

Fill in the blank: Vast saltwater expanses such as oceans and seas are examples of _____ bodies.

Diagram showing types of aquatic bodies (oceans, seas, rivers, lakes)

Figure 3.3: Classification of aquatic bodies

Search string: “classification of aquatic bodies diagram OER”

3.2.2 Tourism activities associated with aquatic bodies

Aquatic bodies support diverse **tourism activities**, which are leisure or adventure pursuits linked to water environments. Examples include **boating** (travelling on water using boats), **diving** (exploring underwater environments), **cruise travel** (journeys by ship across seas or oceans), and **fishing** (catching fish for recreation or livelihood).

These activities attract tourists seeking relaxation, adventure, or cultural experiences. They also contribute significantly to local economies by generating income through hospitality, transport, and guiding services.

Fill in the blank: Exploring underwater environments through diving and snorkelling is an example of _____ tourism.



Image of tourists engaging in aquatic tourism activities such as boating, diving, and fishing

Plate 3.1: Tourism activities in aquatic environments

Search string: “aquatic tourism activities OER image”

3.2.3 Case examples of aquatic-based tourism destinations

Several destinations worldwide highlight the importance of aquatic bodies in tourism. The **Great Barrier Reef** in Australia is renowned for diving and marine biodiversity. The **River Nile** in Egypt offers cultural cruises and historical exploration. The **Lake Victoria** region in East Africa supports fishing and eco-tourism. The **Mediterranean Sea** attracts millions of visitors for beach holidays and cruises.

These examples demonstrate how aquatic bodies serve as global tourism hubs, each offering unique attractions and experiences.

Fill in the blank: The Great Barrier Reef in Australia is renowned for _____ and marine biodiversity.

Box 3.2: Selected case examples of aquatic tourism destination

Search string: “case studies aquatic tourism destinations OER”

Pilot questions

1. What are aquatic bodies, and how are they classified?
2. Name two tourism activities associated with aquatic bodies.
3. Which aquatic body is most closely linked with cruise travel?
4. Give one example of a famous aquatic tourism destination and its main attraction.
5. How do aquatic bodies contribute to local economies?

3.3 Environmental Classifications and Tourism Development

3.3.1 Definition of environmental classifications

Environmental classifications are systems used to categorise regions of the Earth based on climate, vegetation, and ecological characteristics. They provide a framework for understanding how different environments influence human activity and tourism.



By classifying environments, tourism planners can identify suitable activities for each region and anticipate challenges such as extreme weather or resource limitations.

Fill in the blank: Systems used to categorise regions of the Earth based on climate and vegetation are called _____ classifications.

Diagram showing the concept of environmental classifications (climatic zones and ecological zones)

Figure 3.4: Concept of environmental classifications

Search string: “environmental classifications diagram OER”

3.3.2 Types of environmental classifications

Environmental classifications are often divided into **climatic zones** and **ecological zones**.

- **Climatic zones** are regions defined by temperature, rainfall, and seasonal patterns. Examples include tropical, temperate, polar, and arid zones.
- **Ecological zones** are regions defined by vegetation and biodiversity, such as forests, grasslands, deserts, and wetlands.

Each zone presents unique tourism opportunities. Tropical zones attract beach tourism, temperate zones support cultural and heritage tourism, polar zones encourage adventure tourism such as glacier exploration, and arid zones highlight desert safaris.

Fill in the blank: Regions defined by vegetation and biodiversity, such as forests and grasslands, are known as _____ zones.

Table 3.1: Types of environmental classifications and tourism opportunities

Type of zone	Examples	Tourism opportunities
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Search string: “environmental classifications tourism table OER”

3.3.3 Tourism opportunities and challenges in different environmental zones

Different environmental zones offer both opportunities and challenges for tourism development.

- **Opportunities:** Tropical zones provide vibrant beach destinations, temperate zones offer cultural diversity, polar zones attract adventure seekers, and arid zones highlight unique desert experiences.



- **Challenges:** Tropical zones may face hurricanes, temperate zones can experience overcrowding, polar zones are affected by extreme cold, and arid zones struggle with water scarcity.

Tourism planners must balance opportunities with challenges by promoting sustainable practices that protect natural resources and respect local communities.

Fill in the blank: Tourism planners must balance opportunities with challenges by promoting _____ practices that protect natural resources.

Box 3.3: Opportunities and challenges in environmental zones

Search string: “tourism opportunities and challenges environmental zones OER”

Pilot questions

1. What are environmental classifications, and why are they important in tourism?
2. Name two types of environmental classifications.
3. Give one example of a climatic zone and its tourism opportunities.
4. What is an ecological zone and provide one example.
5. Identify one challenge faced by tourism in arid zones.

3.4 Interactions Between Atmosphere, Aquatic Bodies, And Environments

3.4.1 How atmosphere and aquatic bodies influence environmental classifications

The **atmosphere** and **aquatic bodies** interact to shape **environmental classifications**, which are systems categorising regions based on climate and ecology. For example, the presence of oceans influences coastal climates by moderating temperature, while atmospheric circulation patterns determine rainfall distribution. Rivers and lakes also affect local climates by providing moisture and supporting vegetation.

These interactions explain why tropical zones are humid, temperate zones experience seasonal variation, and arid zones remain dry.

Fill in the blank: The presence of oceans influences coastal climates by moderating _____.

Diagram showing how atmosphere and aquatic bodies influence environmental zones

Figure 3.5: Interaction of atmosphere and aquatic bodies in shaping environments

Search string: “interaction of atmosphere and aquatic bodies environmental zones OER”

3.4.2 Integrated impact on tourism planning and destination appeal



Tourism planners must consider the integrated impact of atmosphere and aquatic bodies on destinations. Coastal regions benefit from mild climates and marine attractions, while inland areas may depend on rivers and lakes for eco-tourism. Polar regions, shaped by atmospheric circulation and icy aquatic systems, appeal to adventure tourists.

Destinations gain appeal when natural systems work together to create unique experiences. For instance, Mediterranean climates combine atmospheric stability with coastal waters to attract millions of tourists annually.

Fill in the blank: Destinations gain appeal when natural systems work together to create unique _____.

Image of tourists enjoying Mediterranean coastal tourism influenced by atmosphere and aquatic bodies

Plate 3.2: Integrated impact of atmosphere and aquatic bodies on tourism destinations

Search string: "Mediterranean tourism climate and coast OER image"

3.4.3 Sustainable approaches to managing tourism across diverse environments

Sustainability in tourism refers to practices that meet present needs without compromising future generations. Managing tourism across diverse environments requires balancing development with conservation. For example, eco-friendly resorts in coastal zones reduce pollution, while water conservation projects in arid zones protect scarce resources.

Tourism planners must integrate atmospheric data, aquatic resources, and environmental classifications to design sustainable strategies. This ensures destinations remain attractive while protecting ecosystems.

Fill in the blank: Managing tourism across diverse environments requires balancing development with _____.

Box 3.4: Sustainable approaches to managing tourism across environments

Search string: "sustainable tourism approaches environmental zones OER"

Pilot questions

1. How do atmosphere and aquatic bodies influence environmental classifications?
2. Give one example of how oceans affect coastal climates.
3. Why must tourism planners consider the integrated impact of atmosphere and aquatic bodies?
4. Provide one example of a destination shaped by both atmosphere and aquatic systems.
5. What does sustainability in tourism mean, and why is it important?



Series Summary

This Series has examined the atmosphere, aquatic bodies, and environmental classifications, highlighting their importance in shaping tourism opportunities and challenges. Its purpose was to help you understand how air, water, and ecological systems interact to influence destinations, climate, and visitor experiences. By connecting these natural elements to tourism development, the Series has shown how they underpin both the appeal and sustainability of travel across different regions.

We began by exploring the atmosphere, its composition, layers, and influence on tourism activities. Then we considered aquatic bodies such as oceans, rivers, and lakes, identifying their tourism significance and case examples. Following that, we studied environmental classifications, including climatic and ecological zones, and their role in tourism planning. Finally, we examined the interactions between atmosphere, aquatic bodies, and environments, focusing on integrated impacts and sustainable approaches. By completing this Series, you should now be able to define and explain these systems, describe their tourism relevance, analyse opportunities and challenges across zones, and evaluate sustainable strategies, in line with the Series Learning Outcomes.

Glossary of Terms

- **Aquatic bodies:**

Natural water features on the Earth's surface, including oceans, seas, rivers, and lakes, which support ecosystems and tourism activities.

- **Atmosphere:**

The layer of gases surrounding the Earth, composed mainly of nitrogen, oxygen, carbon dioxide, and trace gases, essential for life and climate regulation.

- **Climatic zones:**

Regions defined by temperature, rainfall, and seasonal patterns, such as tropical, temperate, polar, and arid zones.

- **Cruise travel:**

A form of tourism involving journeys by ship across seas or oceans, often visiting multiple destinations.

- **Ecological zones:**

Regions defined by vegetation and biodiversity, such as forests, grasslands, deserts, and wetlands.

- **Environmental classifications:**

Systems used to categorise regions of the Earth based on climate, vegetation, and ecological characteristics, helping to understand tourism opportunities and challenges.

- **Layers of the atmosphere:**

Divisions of the atmosphere including the troposphere, stratosphere, mesosphere, thermosphere, and exosphere, each with distinct features.

- **Sustainability:**



Practices in tourism that meet present needs without compromising the ability of future generations to meet theirs, often involving conservation and eco-friendly development.

• **Tourism activities:**

Leisure or adventure pursuits linked to natural environments, such as boating, diving, fishing, skiing, or safaris.

• **Troposphere:**

The lowest layer of the atmosphere where weather occurs and where most tourism activities are influenced.

Concept Check Questions

Objective Questions

1. Which gas makes up the largest proportion of the Earth's atmosphere?

- a) Oxygen
- b) Nitrogen
- c) Carbon dioxide
- d) Argon

(Linked to SLO 3.1)

2. The lowest layer of the atmosphere, where weather occurs, is called the:

- a) Stratosphere
- b) Troposphere
- c) Mesosphere
- d) Thermosphere

(Linked to SLO 3.1)

3. Which aquatic body is most closely associated with cruise tourism?

- a) Rivers
- b) Lakes
- c) Oceans and seas
- d) Wetlands

(Linked to SLO 3.2)

4. Which of the following is an ecological zone?

- a) Tropical
- b) Temperate
- c) Polar
- d) Grasslands

(Linked to SLO 3.3)

Short-Answer Questions

5. Define the atmosphere and explain why it is important for tourism. (Linked to SLO 3.1)

1. Identify two tourism activities associated with aquatic bodies. (Linked to SLO 3.2)

2. What is meant by environmental classifications, and why are they useful in tourism planning? (Linked to SLO 3.3)



3. State one opportunity and one challenge in tourism development within tropical zones. (Linked to SLO 3.3)
4. Explain what sustainability in tourism means. (Linked to SLO 3.4)

Long-Answer Questions

10. Analyse how atmosphere and aquatic bodies interact to shape environmental classifications, giving examples of their influence on tourism. (Linked to SLO 3.4)
1. Evaluate sustainable approaches to managing tourism across diverse environments, highlighting how planners can balance development with conservation. (Linked to SLO 3.4)

Answers to Concept Check Questions

Objective Questions

1. b) Nitrogen
2. b) Troposphere
3. c) Oceans and seas
4. d) Grasslands

Short-Answer Questions

5. The atmosphere is the layer of gases surrounding the Earth. It is important for tourism because it influences weather, air quality, and climate, which directly affect tourist comfort and activities.
6. Examples include boating and diving.
7. Environmental classifications are systems categorising regions based on climate and ecology. They are useful in tourism planning because they help identify suitable activities and anticipate challenges.
8. Opportunity: Beach tourism in tropical zones. Challenge: Hurricanes and extreme weather events.
9. Sustainability in tourism means meeting present needs without compromising the ability of future generations to meet theirs, often through conservation and eco-friendly practices.

Long-Answer Questions

10. Basic response: Atmosphere and aquatic bodies interact to shape environmental classifications by influencing climate and ecology. Oceans moderate coastal climates, rivers provide moisture, and atmospheric circulation determines rainfall. These factors affect tourism activities such as beach holidays, river cruises, and eco-tourism. Value-added response: Beyond basic interactions, atmosphere and aquatic bodies also influence biodiversity and cultural practices. For example, Mediterranean climates combine atmospheric stability with coastal waters to create destinations that attract



millions of tourists. Understanding these interactions helps planners design tourism strategies that align with natural systems and cultural heritage.

1. Basic response: Sustainable approaches include eco-friendly resorts, water conservation projects, and marine protection initiatives. These balance tourism development with conservation.

Value-added response: Outstanding learners may note that sustainability also involves community participation, renewable energy use, and integrated planning across atmospheric, aquatic, and ecological systems. For instance, polar tourism can be managed by limiting visitor numbers and supporting scientific research, while desert tourism can incorporate renewable energy solutions. These approaches ensure long-term viability and protect fragile environments.

Answers to Pilot Questions

Answers to Pilot Questions 3.1

- The atmosphere is the layer of gases surrounding the Earth, composed mainly of nitrogen, oxygen, carbon dioxide, and trace gases.
- The five layers of the atmosphere are the troposphere, stratosphere, mesosphere, thermosphere, and exosphere.
- The troposphere is the layer most relevant to tourism activities because it is where weather occurs.
- Examples include sunshine supporting beach tourism and snowfall enabling skiing.
- Tourism planners consider climate data to anticipate seasonal variations and design destinations that align with favourable conditions.

Answers to Pilot Questions 3.2

- Aquatic bodies are natural water features such as oceans, seas, rivers, and lakes, classified by their size, location, and composition.
- Examples of tourism activities include boating and diving.
- Cruise travel is most closely linked with oceans and seas.
- The Great Barrier Reef in Australia is famous for diving and marine biodiversity.
- Aquatic bodies contribute to local economies by generating income through hospitality, transport, guiding services, and cultural activities.

Answers to Pilot Questions 3.3

- Environmental classifications are systems categorising regions based on climate, vegetation, and ecology. They are important because they help identify tourism opportunities and challenges.



- The two types of environmental classifications are climatic zones and ecological zones.
- Example: Tropical zones support beach tourism and eco-tourism.
- An ecological zone is defined by vegetation and biodiversity; for example, forests support eco-tourism and safaris.
- Tourism in arid zones faces challenges such as water scarcity.

Answers to Pilot Questions 3.4

- Atmosphere and aquatic bodies influence environmental classifications by shaping climate and ecology. Oceans moderate coastal climates, while rivers provide moisture.
- Oceans affect coastal climates by moderating temperature.
- Tourism planners must consider integrated impacts to design destinations that align with natural systems and visitor expectations.
- Example: The Mediterranean region combines atmospheric stability with coastal waters to attract tourists.
- Sustainability in tourism means balancing development with conservation to protect ecosystems and ensure long-term viability.

References and Attributions

General References

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- World Tourism Organization (UNWTO). (2018). Tourism and sustainability. Retrieved from <https://www.unwto.org>
- Open Educational Resources (OER Commons). (n.d.). Tourism and environment resources. Retrieved from <https://www.oercommons.org>

Illustrations

- Figure 3.1: Composition of the atmosphere

Attribution: AI-generated using Copilot graphic tool.

Prompt: “Create a labelled diagram showing the composition of Earth’s atmosphere with percentages of gases.”

Suggested OER search string: “composition of atmosphere diagram OER”.

- Figure 3.2: Layers of the atmosphere



Attribution: AI-generated using Copilot graphic tool.

Prompt: “Create a labelled diagram showing the layers of the atmosphere with altitude ranges and features.”

Suggested OER search string: “layers of atmosphere diagram OER”.

- Box 3.1: Examples of atmospheric conditions influencing tourism

Attribution: AI-generated using Copilot graphic tool.

Prompt: “Generate a text box listing examples of atmospheric conditions and their tourism impacts: sunshine (beach tourism), snowfall (skiing), rainfall (eco-tourism).”

Suggested OER search string: “atmospheric conditions tourism examples OER”.

- Figure 3.3: Classification of aquatic bodies

Attribution: AI-generated using Copilot graphic tool.

Prompt: “Create a labelled diagram showing aquatic bodies: oceans, seas, rivers, lakes with examples.”

Suggested OER search string: “classification of aquatic bodies diagram OER”.

- Plate 3.1: Tourism activities in aquatic environments

Attribution: AI-generated using Copilot graphic tool.

Prompt: “Generate an image showing tourists boating, diving, and fishing in aquatic settings.”

Suggested OER search string: “aquatic tourism activities OER image”.

- Box 3.2: Selected case examples of aquatic tourism destinations

Attribution: AI-generated using Copilot graphic tool.

Prompt: “Generate a text box listing examples of aquatic tourism destinations: Great Barrier Reef, River Nile, Lake Victoria, Mediterranean Sea.”

Suggested OER search string: “case studies aquatic tourism destinations OER”.

- Figure 3.4: Concept of environmental classifications

Attribution: AI-generated using Copilot graphic tool.

Prompt: “Create a labelled diagram showing environmental classifications such as tropical, temperate, polar, and arid zones.”

Suggested OER search string: “environmental classifications diagram OER”.

- Table 3.1: Types of environmental classifications and tourism opportunities

Attribution: AI-generated using Copilot graphic tool.



Prompt: “Generate a table showing types of environmental classifications with examples and tourism opportunities.”

Suggested OER search string: “environmental classifications tourism table OER”.

- Box 3.3: Opportunities and challenges in environmental zones

Attribution: AI-generated using Copilot graphic tool.

Prompt: “Generate a text box listing opportunities (beach tourism, cultural diversity, adventure tourism) and challenges (hurricanes, overcrowding, extreme cold, water scarcity).”

Suggested OER search string: “tourism opportunities and challenges environmental zones OER”.

- Figure 3.5: Interaction of atmosphere and aquatic bodies in shaping environments

Attribution: AI-generated using Copilot graphic tool.

Prompt: “Create a labelled diagram showing atmosphere and aquatic bodies influencing tropical, temperate, polar, and arid zones.”

Suggested OER search string: “interaction of atmosphere and aquatic bodies environmental zones OER”.

- Plate 3.2: Integrated impact of atmosphere and aquatic bodies on tourism destinations

Attribution: AI-generated using Copilot graphic tool.

Prompt: “Generate an image showing tourists enjoying Mediterranean coastal tourism with beaches and mild climate.”

Suggested OER search string: “Mediterranean tourism climate and coast OER image”.

- Box 3.4: Sustainable approaches to managing tourism across environments

Attribution: AI-generated using Copilot graphic tool.

Prompt: “Generate a text box listing sustainable approaches: eco-friendly resorts, water conservation, marine protection, community participation.”

Suggested OER search string: “sustainable tourism approaches environmental zones OER”.



Course Code: HMT 103

Course Title: Earth and Environment

Course Units: 2 units

1. Foundations of Tourism Planning and Development
2. Earth's Landforms and Their Significance in Tourism
3. Atmosphere, Aquatic Bodies, and Environmental Classifications
4. Social Environment and Its Influence on Human Decision Making
5. Government, Education, and Cultural Dimensions in Tourism

Suggested Outline for Series 4: Social Environment and Its Influence on Human Decision Making

Part 1: Understanding the Social Environment

- Definition and scope of the social environment
- Key elements of the social environment (culture, norms, institutions, values)
- The role of social environment in shaping human behaviour

Part 2: Social Influences on Decision Making

- Influence of family, peers, and community
- Social identity and group dynamics
- Case examples of social influence in everyday decisions

Part 3: Cultural and Institutional Factors

- Cultural values and traditions in decision making
- The role of institutions (education, religion, governance)
- Cross-cultural perspectives on human choices

Part 4: Implications for Tourism and Environmental Behaviour

- How social environment shapes tourism preferences



- Social drivers of environmental responsibility and sustainability
- Strategies for aligning tourism development with social expectations

Introduction

Human decisions are rarely made in isolation. They are shaped by the social environment, which includes culture, values, institutions, and the influence of family and peers. Understanding this environment is crucial because it explains why people make certain choices, how societies function, and how tourism and environmental behaviour are influenced. In the last Series, we explored the atmosphere, aquatic bodies, and environmental classifications. Now, we turn to the social dimension, which adds another layer of complexity to human interaction with the environment.

The aim of this Series is to help you understand how the social environment influences human decision making, and to equip you with the ability to analyse cultural, institutional, and social factors that shape choices in tourism and environmental contexts.

We shall commence this Series by defining the social environment and examining its key elements. Next, we will explore how family, peers, and community influence decisions, including the role of social identity and group dynamics. Following that, we will consider cultural and institutional factors, looking at how traditions and institutions shape human choices across societies. Finally, we will wrap up by applying these insights to tourism and environmental behaviour, highlighting strategies for aligning development with social expectations and sustainability.

Series Learning Outcomes

Upon completing this Series, you should be able to:

SLO 4.1 define the concept of the social environment and identify its key elements such as culture, norms, institutions, and values,

SLO 4.2 explain how the social environment shapes human behaviour and influences decision making,

SLO 4.3 analyse the role of family, peers, and community in shaping individual choices,

SLO 4.4 describe how cultural values and traditions affect human decision making across different societies,

SLO 4.5 evaluate the influence of institutions such as education, religion, and governance on decision making,



SLO 4.6 apply knowledge of social environment factors to explain tourism preferences and behaviours, and

SLO 4.7 assess strategies for aligning tourism development with social expectations and promoting environmental responsibility.

4.1 Understanding the Social Environment

4.1.1 Definition and scope of the social environment

The **social environment** refers to the cultural, institutional, and relational context in which individuals live and make decisions. It includes family, peers, community, traditions, and societal norms that shape behaviour and choices. The scope of the social environment extends from everyday interactions to broader societal structures such as governance and education.

Fill in the blank: The cultural, institutional, and relational context in which individuals live is called the _____ environment.



Diagram showing the components of the social environment (family, peers, community, institutions, culture)

Figure 4.1: Components of the social environment



Search string: “components of social environment diagram OER”

4.1.2 Key elements of the social environment (culture, norms, institutions, values)

The social environment is made up of several key elements:

- **Culture:** Shared beliefs, practices, and traditions that guide behaviour.
- **Norms:** Accepted standards of behaviour within a group or society.
- **Institutions:** Organised structures such as schools, religious organisations, and governments that influence decision making.
- **Values:** Principles or standards considered important by individuals or societies.

Together, these elements provide the framework through which people interpret situations and make decisions.

Fill in the blank: Accepted standards of behaviour within a group or society are known as _____.

ELEMENT	DEFINITION	INFLUENCE ON DECISION MAKING
 Culture	Shared beliefs, practices and traditions	Shapes lifestyle and preferences
 Institutions	Shared beliefs, practices and traditions	Provides rules and
 Institutions	Organised structures such schools and governments	Provides rules and authority
 Values	Principles or standards considered important	Determines priorities and choices

Table 4.1: Key elements of the social environment and their influence

Search string: “social environment elements table OER”

4.1.3 The role of social environment in shaping human behavior

The social environment plays a critical role in shaping **human behaviour**, which refers to the actions and decisions individuals make in response to their surroundings. Family expectations, peer influence, and cultural traditions often determine how people act and



what choices they make. Institutions such as schools and governments further reinforce these behaviours through rules and policies.

For example, tourism preferences may be influenced by cultural traditions, while environmental behaviours may be shaped by community values and institutional policies.

Fill in the blank: Family expectations, peer influence, and cultural traditions often determine how people act and what _____ they make.

SOCIAL ENVIRONMENT INFLUENCES

- Family Expectations
- Peer Pressure
- Cultural Traditions
- Institutional Rules

Box 4.1: Examples of social environment shaping behaviour

Search string: “examples social environment influence behaviour OER”

Pilot questions

1. What is the social environment, and what does it include?
2. Name the four key elements of the social environment.
3. Define norms and explain their role in decision making.
4. Give one example of how institutions influence human behaviour.
5. How does the social environment affect tourism preferences?

4.2 Social Influences on Decision Making

4.2.1 Influence of family, peers, and community

The **family** is the primary social unit that shapes decision making. From childhood, family expectations, traditions, and values influence choices about education, career, and lifestyle. **Peers**, which include friends and colleagues, affect decisions through social pressure, shared interests, and group activities. The **community**, made up of



neighbourhoods and local networks, provides norms and collective expectations that guide behaviour.

Fill in the blank: The primary social unit that shapes decision making is the _____.



Diagram showing family, peers, and community as overlapping influences on decision making

Figure 4.2: Family, peers, and community influences

Search string: “family peers community influence diagram OER”

4.2.2 Social identity and group dynamics

Social identity refers to how individuals define themselves based on group membership, such as nationality, religion, or profession. This identity influences decisions by aligning personal choices with group expectations. **Group dynamics** describe the interactions and behaviours within groups, including cooperation, competition, and conformity. These dynamics often determine how individuals act in collective settings.

For example, a person may choose a holiday destination popular among their peer group, or adopt behaviours that reflect their cultural identity.

Fill in the blank: How individuals define themselves based on group membership is called _____ identity.



CONCEPT	DEFINITION	INFLUENCE ON DECISION MAKING
 Social Identity	Self-definition based on group membership	Aligns choices with group expectations
 Group Dynamics	Interactions and behaviours within groups	Shapes cooperation, competition, and conformity

Table 4.2: Social identity and group dynamics in decision making

Search string: "social identity group dynamics table OER"

4.2.3 Case examples of social influence in everyday decisions

Social influence is evident in everyday decisions. For instance, young people may adopt fashion styles promoted by peers, families may choose holiday destinations based on community recommendations, and individuals may follow institutional norms such as workplace policies. These examples highlight how social environments guide choices both consciously and unconsciously.

Fill in the blank: Young people may adopt _____ styles promoted by peers as an example of social influence.



SOCIAL INFLUENCE EXAMPLES

- Fashion Choices
- Peer Pressure
- Holiday Destinations
- Workplace Policies

Box 4.2: Case examples of social influence in everyday decisions

Search string: “examples social influence everyday decisions OER”

Pilot questions

1. How does family influence decision making?
2. What role do peers play in shaping choices?
3. Define social identity and explain its impact on decisions.
4. What are group dynamics, and how do they affect behaviour?
5. Give one example of social influence in everyday life.

4.3 Cultural and Institutional Factors

4.3.1 Cultural values and traditions in decision making

Culture refers to the shared beliefs, practices, and traditions that guide behaviour within a society. These cultural values influence decision making by shaping perceptions of what is acceptable, desirable, or important. For example, in some cultures, collective decision making is valued, while in others, individual choice is emphasised. **Traditions**, which are inherited customs and practices, also play a role by reinforcing continuity and guiding choices in areas such as marriage, education, and leisure.

Fill in the blank: Shared beliefs, practices, and traditions that guide behaviour within a society are known as _____.





Cultural Influence on Life Choices

Diagram showing how cultural values and traditions influence decision making

Figure 4.3: Cultural values and traditions in decision making

Search string: “cultural values traditions decision making diagram OER”

4.3.2 The role of institutions (education, religion, governance)

Institutions are organised structures such as schools, religious organisations, and governments that influence decision making by providing rules, authority, and guidance. Educational institutions shape decisions by imparting knowledge and skills, religious institutions influence moral and ethical choices, and governance structures establish laws and policies that regulate behaviour.

For example, education may guide career decisions, religion may influence lifestyle choices, and governance may determine compliance with laws such as environmental regulations.

Fill in the blank: Organised structures such as schools, religious organisations, and governments are called _____.



INSTITUTIONAL INFLUENCES ON DECISION MAKING

INSTITUTION TYPE	INFLUENCE ON DECISION MAKING	EXAMPLE
Education	Provides knowledge, skills, and critical thinking abilities,	Gender Size, Actisms, cestivdivent, Subject Previsisal
Religion	Career choices, voting decioms a opportunities	Career choices, beak, health scientific understenting
Religion	Lifestyle decisions (euitry, sahical insdentfic undestenelitg	Lifancival Type , charatlescial undestanting
Governance	Establishes laws, values, one tradidex and einancilaviork (and mtrpsionster), prskepes and acclerstanting	Adherence laws polices , - regulations (and inantlies lavaropment fear of public services
Family	Compliance with environmental (ancing (sof fanial planing),	Budgrlest chased of traffic law)
Media	Influences of partner, child-erring support)	Career ne choices (surof job trends,
Economy/Market	Choice of partner, child-rering practions, caremilty wix)	Parrchaing path bendes of job trends
Community/Social Groups	Budgeting choices , social events, stunduris, organizations	Purtesting in norms, support collages
Workplace	Professiona Mardure, dem and organizations	Resk-life, professioni, career collages

Table 4.3: Institutional influences on decision making

Search string: "institutions influence decision making table OER"

4.3.3 Cross-cultural perspectives on human choices

Cross-cultural perspectives involve comparing how different societies make decisions based on their unique cultural and institutional contexts. These perspectives highlight diversity in values, traditions, and governance systems. For instance, while Western societies may emphasise individual freedom in decision making, many Eastern societies prioritise collective responsibility and harmony.

Understanding cross-cultural perspectives helps tourism planners and environmental managers design strategies that respect cultural diversity and align with local expectations.



Fill in the blank: Comparing how different societies make decisions based on their unique contexts is called _____ perspectives.

CROSS-CULTURAL PERSPECTIVES

- Western Emphasis: Individual Freedom, Autonomy, Self-Reliance
- Eastern Emphasis: Collective Responsibility, Group Harmony, Interdependence

Box 4.3: Examples of cross-cultural perspectives on decision making

Search string: “cross cultural perspectives decision making OER”

Pilot questions

1. What is culture, and how does it influence decision making?
2. Define traditions and explain their role in guiding choices.
3. Name three types of institutions and describe their influence on decisions.
4. Give one example of how governance affects decision making.
5. What are cross-cultural perspectives, and why are they important in tourism planning?

4.4 Implications for Tourism and Environmental Behavior

4.4.1 How social environment shapes tourism preferences

The **social environment** influences tourism preferences by shaping what individuals and groups consider desirable or acceptable. Cultural traditions, family expectations, and peer recommendations often determine the choice of destinations, activities, and travel styles. For example, some communities may favour religious pilgrimages, while others prioritise leisure holidays or eco-tourism.

Fill in the blank: Cultural traditions, family expectations, and peer recommendations often determine the choice of _____.



FACTORS INFLUENCE TOURISM PREFERENCES

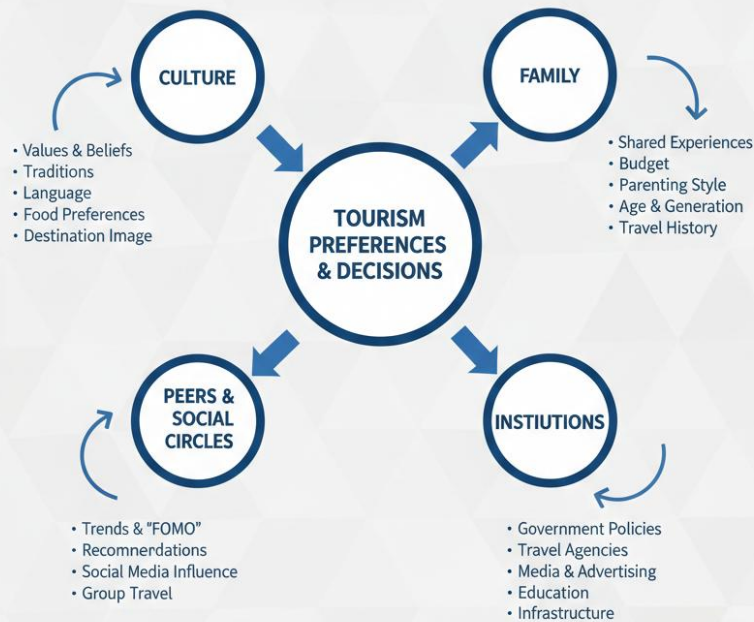


Diagram showing how social environment influences tourism preferences (culture, family, peers, institutions)

Figure 4.4: Social environment shaping tourism preferences

Search string: "social environment tourism preferences diagram OER"

4.4.2 Social drivers of environmental responsibility and sustainability

Environmental responsibility refers to the duty individuals and societies have to protect natural resources. The social environment drives this responsibility by promoting values such as conservation, respect for nature, and community participation.

Sustainability in tourism means meeting present needs without compromising future generations, often achieved through eco-friendly practices and policies.

For example, communities that value conservation may encourage recycling, energy efficiency, and responsible tourism activities.



Fill in the blank: Meeting present needs without compromising future generations is known as _____ in tourism.

SOCIAL DRIVERS OF ENVIRONMENTAL RESPONSIBILITY		
SOCIAL DRIVER	INFLUENCE ON ENVIRONMENTAL RESPONSIBILITY	EXAMPLES OF IMPACT
 Cultural Norms & Values	• Intergenerational stewardship	• Intergenerational stewardship
 Peer Influence & Social Networks	• Public awareness campaigns	• Community gardens
 Media & Communication	• Documentaries	• Lanes for ferries and social stations
 Religious & Spiritual Beliefs	• Government rebates	• Care for for creation beds
 Economic Factors & Incentives	• Government rebates	• Banning single-use plastics
 Policy & Governance	• Banning single-use plastics	• Renewable energy sources
 Demographic Shifts	• Sustainable cities	• Sustainable cities

Table 4.4: Social drivers of environmental responsibility

Search string: “social drivers environmental responsibility tourism OER”

4.4.3 Strategies for aligning tourism development with social expectations

Tourism planners must design strategies that align with **social expectations**, which are the collective values and norms of communities. This involves respecting cultural traditions, promoting inclusive participation, and ensuring that development projects benefit local populations. Aligning tourism with social expectations also strengthens environmental responsibility by encouraging sustainable practices.

For instance, developing eco-friendly resorts, supporting local businesses, and involving communities in decision making are strategies that balance tourism growth with social and environmental needs.



Fill in the blank: Developing eco-friendly resorts and supporting local businesses are strategies that balance tourism growth with _____ needs.

STRATEGIES FOR SUSTAINABLE TOURISM

- ✓ Eco-Friendly Resorts & Green Infrastructure
- ✓ Support for Local Businesses & Crafts
- ✓ Meaningful Community Participation & Empowerment
- ✓ Cultural Heritage Preservation
- ✓ Responsible Wildlife & Nature Tourism

Box 4.4: Strategies for aligning tourism development with social expectations

Search string: “strategies aligning tourism development social expectations OER”

Pilot questions

1. How does the social environment shape tourism preferences?
2. Define environmental responsibility and give one example.
3. What does sustainability in tourism mean?
4. Identify two social drivers of environmental responsibility.
5. Give one strategy for aligning tourism development with social expectations.

Series Summary

This Series has explored the social environment and its influence on human decision making, emphasising its relevance to tourism and environmental behaviour. The purpose was to help you recognise how cultural values, family expectations, peer influence, and institutional structures shape choices, and why these factors are essential for planners and managers working in tourism and sustainability.

We began by defining the social environment and identifying its key elements, before moving on to examine the roles of family, peers, and community, as well as the impact of social identity and group dynamics. Following that, we considered cultural and



institutional factors, including education, religion, and governance, and how they affect human choices

across societies. Finally, we applied these insights to tourism and environmental behaviour, highlighting social drivers of responsibility and strategies for aligning development with community expectations. By completing this Series, you should now be able to define and explain the social environment, analyse its influence on decision making, describe cultural and institutional impacts, and evaluate strategies for sustainable tourism, in line with the Series Learning Outcomes.

Glossary of Terms

- **Community:**

A group of people living in the same area or sharing common interests, whose norms and expectations influence individual behaviour and decision making.

- **Culture:**

Shared beliefs, practices, and traditions within a society that guide behaviour and shape perceptions of what is acceptable or desirable.

- **Environmental responsibility:**

The duty individuals and societies have to protect natural resources and minimise harm to the environment.

- **Family:**

The primary social unit that influences decision making through expectations, traditions, and values.

- **Governance:**

Systems of authority and rules established by governments to regulate behaviour and guide decision making.

- **Group dynamics:**

The interactions and behaviours within groups, including cooperation, competition, and conformity, which affect how individuals act in collective settings.

- **Institutions:**

Organised structures such as schools, religious organisations, and governments that influence decision making by providing rules, authority, and guidance.

- **Norms:**



Accepted standards of behaviour within a group or society that guide what actions are considered appropriate.

- **Peers:**

Friends, colleagues, or associates who influence decisions through social pressure, shared interests, and group activities.

- **Social environment:**

The cultural, institutional, and relational context in which individuals live and make decisions, including family, peers, community, and societal norms.

- **Social identity:**

How individuals define themselves based on group membership, such as nationality, religion, or profession.

- **Social expectations:**

Collective values and norms within a community that shape what is considered acceptable or desirable in behaviour and decision making.

- **Sustainability:**

Practices in tourism and development that meet present needs without compromising the ability of future generations to meet theirs.

- **Traditions:**

Inherited customs and practices that reinforce continuity and guide choices in areas such as marriage, education, and leisure.

Concept Check Questions

Objective Questions

1. Which of the following best describes the social environment?

- a) Physical surroundings
- b) Cultural, institutional, and relational context
- c) Natural resources
- d) Economic systems

(Linked to SLO 4.1)

2. Norms are:

- a) Shared beliefs and traditions



- b) Accepted standards of behaviour within a group or society
- c) Organised structures such as schools and governments
- d) Principles considered important by individuals

(Linked to SLO 4.1)

3. Which institution primarily influences career decisions?

- a) Religion
- b) Education
- c) Governance
- d) Family

(Linked to SLO 4.5)

4. Sustainability in tourism means:

- a) Meeting present needs without compromising future generations
- b) Maximising profit from tourism activities
- c) Expanding tourism destinations rapidly
- d) Reducing cultural traditions in tourism

(Linked to SLO 4.7)

Short-Answer Questions

5. Define the social environment and list two of its key elements. (Linked to SLO 4.1)

1. Explain how peers influence decision making. (Linked to SLO 4.3)
2. What is social identity, and how does it affect human choices? (Linked to SLO 4.3)
3. Describe one way in which cultural traditions influence decision making. (Linked to SLO 4.4)
4. State one example of how governance affects environmental behaviour. (Linked to SLO 4.5)
5. Identify one strategy for aligning tourism development with social expectations. (Linked to SLO 4.7)

Long-Answer Questions

11. Analyse how family, peers, and community collectively shape decision making, providing examples from everyday life. (Linked to SLO 4.3)



1. Evaluate the role of institutions such as education, religion, and governance in shaping human choices, and discuss their implications for tourism planning. (Linked to SLO 4.5)
2. Assess how social drivers promote environmental responsibility and sustainability in tourism, and suggest strategies for planners to strengthen these drivers. (Linked to SLO 4.7)

Answers to Concept Check Questions

Objective Questions

1. b) Cultural, institutional, and relational context
2. b) Accepted standards of behaviour within a group or society
3. b) Education
4. a) Meeting present needs without compromising future generations

Short-Answer Questions

5. The social environment is the cultural, institutional, and relational context in which individuals live. Two key elements are culture and norms.
6. Peers influence decision making through social pressure, shared interests, and group activities.
7. Social identity is how individuals define themselves based on group membership. It affects choices by aligning them with group expectations.
8. Cultural traditions influence decisions by reinforcing continuity, for example, choosing marriage practices based on inherited customs.
9. Governance affects environmental behaviour by establishing laws and policies, such as regulations on waste disposal.
10. One strategy is supporting local businesses to ensure tourism development benefits communities.

Long-Answer Questions

11. Basic response: Family shapes decisions through expectations and traditions, peers influence through social pressure, and communities provide norms that guide behaviour. Examples include career choices influenced by family, fashion styles adopted from peers, and holiday destinations chosen based on community recommendations.

Value-added response: Beyond everyday examples, these influences also extend to broader societal behaviours. For instance, family traditions may affect intergenerational tourism preferences, peer groups may drive trends in eco-tourism, and communities may collectively promote sustainable practices. Recognising these layers helps planners anticipate social trends in tourism.



1. Basic response: Education guides career decisions, religion influences moral and lifestyle choices, and governance regulates behaviour through laws.

Value-added response: Institutions also interact with each other. For example, governance may support religious tourism through policy, while education can promote awareness of sustainable tourism. Planners must consider these institutional overlaps to design strategies that respect cultural values and comply with regulations.

2. Basic response: Social drivers such as cultural values, community norms, and institutional policies promote environmental responsibility by encouraging conservation and sustainability.

Value-added response: Planners can strengthen these drivers by integrating renewable energy, promoting eco-friendly resorts, and involving communities in decision making. This not only ensures sustainability but also builds trust and long-term support from local populations, making tourism development more resilient.

Answers to Pilot Questions

Answers to Pilot Questions 4.1

- The social environment is the cultural, institutional, and relational context in which individuals live and make decisions. It includes family, peers, community, traditions, and societal norms.
- The four key elements of the social environment are culture, norms, institutions, and values.
- Norms are accepted standards of behaviour within a group or society, guiding what actions are considered appropriate.
- Institutions influence human behaviour by providing rules and authority, for example, schools shaping career choices.
- Tourism preferences are affected by the social environment through cultural traditions, family expectations, and community values.

Answers to Pilot Questions 4.2

- Family influences decision making through expectations, traditions, and values.
- Peers shape choices by exerting social pressure, encouraging conformity, and sharing interests.
- Social identity is how individuals define themselves based on group membership, and it impacts decisions by aligning them with group expectations.



- Group dynamics are the interactions and behaviours within groups, such as cooperation and competition, which affect collective behaviour.
- An example of social influence in everyday life is adopting fashion styles promoted by peers.

Answers to Pilot Questions 4.3

- Culture is shared beliefs, practices, and traditions within a society, and it influences decision making by shaping perceptions of what is acceptable or desirable.
- Traditions are inherited customs and practices that reinforce continuity and guide choices in areas such as marriage or leisure.
- The three types of institutions are education, religion, and governance, each influencing decisions in different ways.
- Governance affects decision making by establishing laws and policies, for example, environmental regulations.
- Cross-cultural perspectives are comparisons of how different societies make decisions, and they are important in tourism planning because they highlight diversity and help align strategies with local expectations.

Answers to Pilot Questions 4.4

- The social environment shapes tourism preferences by influencing what individuals and groups consider desirable, such as religious pilgrimages or leisure holidays.
- Environmental responsibility is the duty to protect natural resources, for example, recycling initiatives.
- Sustainability in tourism means meeting present needs without compromising the ability of future generations to meet theirs.
- Two social drivers of environmental responsibility are cultural values and institutional policies.
- A strategy for aligning tourism development with social expectations is involving communities in decision making to ensure inclusivity and sustainability.

References and Attributions

General References

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- Weaver, D., & Lawton, L. (2014). Tourism management. John Wiley & Sons.
- World Tourism Organization (UNWTO). (2018). Tourism and sustainability. Retrieved from <https://www.unwto.org>
- Open Educational Resources (OER Commons). (n.d.). Social environment and decision making resources. Retrieved from <https://www.oercommons.org>

Illustrations

- Figure 4.1: Components of the social environment

Attribution: AI-generated using Copilot graphic tool.

Prompt: “Create a labelled diagram showing components of the social environment: family, peers, community, institutions, culture.”

Suggested OER search string: “components of social environment diagram OER”.

- Table 4.1: Key elements of the social environment and their influence

Attribution: AI-generated using Copilot graphic tool.

Prompt: “Generate a table showing key elements of the social environment with definitions and influences.”

Suggested OER search string: “social environment elements table OER”.

- Figure 4.2: Family, peers, and community influences

Attribution: AI-generated using Copilot graphic tool.

Prompt: “Create a Venn diagram showing family, peers, and community overlapping in decision making.”

Suggested OER search string: “family peers community influence diagram OER”.

- Table 4.2: Social identity and group dynamics in decision making

Attribution: AI-generated using Copilot graphic tool.

Prompt: “Generate a table showing social identity and group dynamics with definitions and influences.”

Suggested OER search string: “social identity group dynamics table OER”.

- Box 4.2: Case examples of social influence in everyday decisions

Attribution: AI-generated using Copilot graphic tool.

Prompt: “Generate a text box listing examples of social influence: fashion choices, holiday destinations, workplace policies.”



Suggested OER search string: “examples social influence everyday decisions OER”.

- Figure 4.3: Cultural values and traditions in decision making

Attribution: AI-generated using Copilot graphic tool.

Prompt: “Create a labelled diagram showing cultural values and traditions influencing decisions in areas like family, education, and leisure.”

Suggested OER search string: “cultural values traditions decision making diagram OER”.

- Table 4.3: Institutional influences on decision making

Attribution: AI-generated using Copilot graphic tool.

Prompt: “Generate a table showing types of institutions, their influence on decision making, and examples.”

Suggested OER search string: “institutions influence decision making table OER”.

- Box 4.3: Examples of cross-cultural perspectives on decision making

Attribution: AI-generated using Copilot graphic tool.

Prompt: “Generate a text box listing examples of cross-cultural perspectives: Western emphasis on individual freedom, Eastern emphasis on collective responsibility.”

Suggested OER search string: “cross cultural perspectives decision making OER”.

- Figure 4.4: Social environment shaping tourism preferences

Attribution: AI-generated using Copilot graphic tool.

Prompt: “Create a labelled diagram showing culture, family, peers, and institutions influencing tourism preferences.”

Suggested OER search string: “social environment tourism preferences diagram OER”.

- Table 4.4: Social drivers of environmental responsibility

Attribution: AI-generated using Copilot graphic tool.

Prompt: “Generate a table showing social drivers of environmental responsibility with influences and examples.”

Suggested OER search string: “social drivers environmental responsibility tourism OER”.

- Box 4.4: Strategies for aligning tourism development with social expectations

Attribution: AI-generated using Copilot graphic tool.

Prompt: “Generate a text box listing strategies: eco-friendly resorts, local business support, community participation.”



Suggested OER search string: “strategies aligning tourism development social expectations OER”.

Course Code: HMT 103

Course Title: Earth and Environment

Course Units: 2 units

1. Foundations of Tourism Planning and Development
2. Earth's Landforms and Their Significance in Tourism
3. Atmosphere, Aquatic Bodies, and Environmental Classifications
4. Social Environment and Its Influence on Human Decision Making
5. Government, Education, and Cultural Dimensions in Tourism

Suggested Outline for Series 5: Government, Education, and Cultural Dimensions in Tourism

Part 1: Government and Tourism Policy

- Role of government in tourism development
- Tourism policies and regulations
- Case examples of government-led tourism initiatives

Part 2: Education and Tourism Awareness

- Importance of education in shaping tourism behaviour
- Tourism education and training programmes
- Role of public awareness campaigns in promoting sustainable tourism

Part 3: Cultural Dimensions in Tourism

- Influence of cultural heritage on tourism
- Cross-cultural interactions between tourists and host communities
- Challenges and opportunities in cultural tourism



Part 4: Integrating Government, Education, and Culture in Tourism Development

- Synergies between government policies and cultural preservation
- Education as a tool for promoting cultural sensitivity in tourism
- Strategies for sustainable tourism through integrated approaches

Introduction

Tourism does not exist in isolation; it is shaped by the structures of government, the influence of education, and the richness of cultural traditions. Policies and regulations determine how destinations are managed, education builds awareness and skills for responsible travel, and culture provides the heritage and identity that attract visitors. Understanding these dimensions is essential for anyone studying tourism within the wider context of the environment, as they highlight the social and institutional forces that guide human choices and behaviours.

The aim of this Series is to examine the roles of government, education, and culture in tourism development, and to equip you with the ability to analyse how these dimensions interact to promote sustainability, inclusivity, and cultural sensitivity in tourism practice.

We shall commence this Series by exploring the role of government in tourism policy and development, including regulations and case examples. Next, we will move on to the importance of education in shaping tourism behaviour, looking at training programmes and awareness campaigns. Following that, we will consider cultural dimensions, focusing on heritage, cross-cultural interactions, and the challenges of cultural tourism. Finally, we will wrap up by integrating these three dimensions, showing how government, education, and culture can work together to create sustainable and socially responsive tourism strategies.

Series Learning Outcomes

SLO 5.1 define the role of government in tourism development,

SLO 5.2 explain how tourism policies and regulations influence destinations and visitor behaviour,

SLO 5.3 analyse case examples of government-led tourism initiatives,

SLO 5.4 describe the importance of education in shaping tourism behaviour,

SLO 5.5 demonstrate knowledge of tourism education and training programmes,

SLO 5.6 evaluate the effectiveness of public awareness campaigns in promoting sustainable tourism,



SLO 5.7 explain how cultural heritage influences tourism activities and attractions,

SLO 5.8 analyse cross-cultural interactions between tourists and host communities,

SLO 5.9 assess challenges and opportunities in cultural tourism,

SLO 5.10 apply strategies that integrate government policies, education, and cultural preservation to promote sustainable tourism development.

5.1 Government and Tourism Policy

5.1.1 Role of government in tourism development

The **government** refers to the system of authority and institutions that manage public affairs and regulate activities within a country. In tourism, government plays a central role by providing infrastructure, creating policies, and ensuring safety and security for visitors. Governments also promote destinations through marketing campaigns and partnerships with private organisations.

Fill in the blank: The system of authority and institutions that manage public affairs and regulate activities is called the _____.

Diagram showing government roles in tourism (infrastructure, policy, safety, promotion)
Figure 5.1: Role of government in tourism development

Search string: "government role tourism development diagram OER"

5.1.2 Tourism policies and regulations

Tourism policies are official guidelines created by governments to direct tourism development, while **regulations** are rules that ensure compliance with these policies. Policies may focus on sustainability, cultural preservation, or economic growth. Regulations ensure that tourism businesses operate responsibly, protect natural resources, and respect community values.

For example, governments may introduce policies to promote eco-tourism and regulations to limit environmental damage in protected areas.

Fill in the blank: Official guidelines created by governments to direct tourism development are called tourism _____.

Table 5.1: Examples of tourism policies and regulations

Search string: "tourism policies regulations examples OER"

5.1.3 Case examples of government-led tourism initiatives



Government-led initiatives demonstrate how policies and regulations are applied in practice. For instance, national tourism boards often launch campaigns to attract international visitors, while governments may invest in infrastructure such as airports, roads, and public facilities to support tourism growth. In some countries, heritage preservation projects are funded to protect cultural landmarks and promote cultural tourism.

Fill in the blank: National tourism boards often launch _____ to attract international visitors.

Box 5.1: Case examples of government-led tourism initiatives

Search string: “government tourism initiatives case examples OER”

Pilot questions

1. What role does government play in tourism development?
2. Define tourism policies and explain their purpose.
3. Give one example of a regulation that supports sustainable tourism.
4. How do governments promote destinations to international visitors?
5. Mention one case example of a government-led tourism initiative.

5.2 Education And Tourism Awareness

5.2.1 Importance of education in shaping tourism behaviour

Education refers to the process of acquiring knowledge, skills, and values through formal or informal learning. In tourism, education plays a vital role in shaping behaviour by helping individuals understand the cultural, environmental, and social impacts of their choices. Educated tourists are more likely to respect local traditions, conserve resources, and support sustainable practices.

Fill in the blank: The process of acquiring knowledge, skills, and values through learning is called _____.

Diagram showing how education influences tourism behaviour (awareness, respect, sustainability)

Figure 5.2: Education shaping tourism behaviour

Search string: “education tourism behaviour diagram OER”

5.2.2 Tourism education and training programmes

Tourism education programmes are structured courses designed to provide learners with knowledge about tourism management, hospitality, and sustainability. **Training programmes** focus on practical skills such as customer service, guiding, and eco-



tourism practices. Together, they prepare professionals to deliver quality services and promote responsible tourism.

For example, universities may offer degrees in tourism management, while local organisations may provide short training courses for tour guides.

Fill in the blank: Structured courses designed to provide learners with knowledge about tourism management are called tourism _____ programmes.

Table 5.2: Examples of tourism education and training programmes

Search string: “tourism education training programmes examples OER”

5.2.3 Role of public awareness campaigns in promoting sustainable tourism

Public awareness campaigns are organised efforts to inform and educate communities and travellers about responsible tourism practices. These **campaigns** often use media, workshops, and community events to highlight issues such as conservation, cultural respect, and waste reduction. By raising awareness, they encourage behavioural change and promote sustainability in tourism.

Fill in the blank: Organised efforts to inform and educate communities about responsible tourism practices are called public _____ campaigns.

Box 5.2: Examples of public awareness campaigns in tourism

Search string: “public awareness campaigns sustainable tourism OER”

Pilot questions

1. What role does education play in shaping tourism behaviour?
2. Define tourism education programmes and give one example.
3. What is the focus of training programmes in tourism?
4. How do public awareness campaigns promote sustainable tourism?
5. Give one example of a public awareness campaign in tourism.

5.3 Cultural Dimensions In Tourism

5.3.1 Influence of cultural heritage on tourism

Cultural heritage refers to the traditions, monuments, artefacts, and practices passed down through generations that reflect the identity of a community. In tourism, cultural heritage attracts visitors by offering unique experiences such as festivals, museums, and historical sites. It also strengthens community pride and provides economic opportunities when preserved and promoted responsibly.



Fill in the blank: Traditions, monuments, artefacts, and practices passed down through generations are known as cultural _____.

Diagram showing examples of cultural heritage influencing tourism (festivals, museums, historical sites)

Figure 5.3: Cultural heritage as a driver tourism

Search string: “cultural heritage tourism diagram OER”

5.3.2 Cross-cultural interactions between tourists and host communities

Cross-cultural interactions occur when people from different cultural backgrounds meet and exchange ideas, values, and behaviours. In tourism, these interactions can enrich experiences for both visitors and hosts, fostering mutual respect and understanding. However, they may also lead to challenges such as cultural misunderstandings or conflicts if not managed sensitively.

For example, tourists may learn new customs from host communities, while hosts may adopt practices from visitors.

Fill in the blank: When people from different cultural backgrounds meet and exchange ideas, values, and behaviours, it is called _____ interactions.

Table 5.3: Benefits and challenges of cross-cultural interactions in tourism

Search string: “cross cultural interactions tourism table OER”

5.3.3 Challenges and opportunities in cultural tourism

Cultural tourism refers to travel focused on experiencing the traditions, heritage, and lifestyles of communities. While it offers opportunities such as economic growth, cultural preservation, and global recognition, it also presents challenges. These include over-commercialisation, loss of authenticity, and pressure on local resources.

Tourism planners must balance opportunities with challenges by promoting responsible practices that protect heritage while providing meaningful experiences for visitors.

Fill in the blank: Travel focused on experiencing the traditions, heritage, and lifestyles of communities is called _____ tourism.

Box 5.3: Challenges and opportunities in cultural tourism

Search string: “challenges opportunities cultural tourism OER”

Pilot questions

1. What is cultural heritage, and how does it influence tourism?



2. Define cross-cultural interactions and explain their role in tourism.
3. Give one benefit and one challenge of cross-cultural interactions.
4. What is cultural tourism, and what opportunities does it provide?
5. Mention one challenge associated with cultural tourism.

5.4 Integrating Government, Education, And Culture in Tourism Development

5.4.1 Synergies between government policies and cultural preservation

Synergies refer to the combined effect of different elements working together to produce greater outcomes than they could individually. In tourism, synergies occur when government policies support cultural preservation, ensuring that heritage sites and traditions are protected while also promoted as attractions. This alignment strengthens both national identity and tourism appeal.

Fill in the blank: The combined effect of different elements working together to produce greater outcomes is called _____.

Diagram showing synergy between government policies and cultural preservation

Figure 5.4: Synergies between government and cultural preservation AI prompt suggestion: "Create a labelled diagram showing synergy between government policies and cultural preservation in tourism." Search string: "government cultural preservation synergy tourism diagram OER"

5.4.2 Education as a tool for promoting cultural sensitivity in tourism

Cultural sensitivity means being aware of and respecting the values, traditions, and practices of other cultures. Education plays a key role in promoting cultural sensitivity by teaching tourists and professionals how to interact respectfully with host communities. This reduces misunderstandings and enhances the quality of tourism experiences.

For example, training programmes may include modules on respecting dress codes, religious practices, or local customs.

Fill in the blank: Being aware of and respecting the values, traditions, and practices of other cultures is called cultural _____.

Table 5.4: Education promoting cultural sensitivity in tourism

Search string: "education cultural sensitivity tourism table OER"

5.3.4 Strategies for sustainable tourism through integrated approaches



Sustainable tourism refers to tourism that meets present needs without compromising the ability of future generations to meet theirs. Integrated approaches combine government policies, education, and cultural preservation to achieve sustainability. Strategies may include eco-friendly infrastructure, community participation, and educational campaigns that highlight conservation and respect for heritage.

Fill in the blank: Tourism that meets present needs without compromising future generations is called _____ tourism.

Box 5.4: Strategies for sustainable tourism through integrated approaches

Search string: “sustainable tourism integrated approaches OER”

Pilot questions

1. What are synergies, and how do they apply to tourism development?
2. Define cultural sensitivity and explain its importance in tourism.
3. Give one example of how education promotes cultural sensitivity.
4. What is sustainable tourism, and why is it important?
5. Mention one strategy for achieving sustainable tourism through integrated approaches.

Series Summary

This Series has examined the crucial roles of government, education, and culture in shaping tourism development, highlighting their relevance to sustainable practices and community well-being. By focusing on these dimensions, the Series has shown how policies, learning, and cultural heritage collectively influence tourism behaviour and outcomes, making them essential considerations for planners, managers, and learners in the field.

We began by exploring the role of government in tourism development, policies, and regulations, followed by education’s contribution through training programmes and public awareness campaigns. We then considered cultural dimensions, including heritage, cross-cultural interactions, and the challenges of cultural tourism. Finally, we integrated these elements to demonstrate strategies for sustainable tourism through combined approaches. In line with the Series Learning Outcomes, you should now be able to define government’s role, explain policies and regulations, analyse case initiatives, describe the importance of education, evaluate awareness campaigns, explain cultural heritage, assess cross-cultural interactions, identify challenges and opportunities in cultural tourism, and apply integrated strategies for sustainable tourism development.

Glossary of Terms

• Cultural heritage:



Traditions, monuments, artefacts, and practices passed down through generations that reflect the identity of a community and often serve as attractions in tourism.

- **Cultural sensitivity:**

Being aware of and respecting the values, traditions, and practices of other cultures, especially when interacting with host communities in tourism contexts.

- **Cultural tourism:**

Travel focused on experiencing the traditions, heritage, and lifestyles of communities, often involving visits to festivals, museums, and historical sites.

- **Cross-cultural interactions:**

Encounters between people from different cultural backgrounds where ideas, values, and behaviours are exchanged, enriching tourism experiences but sometimes leading to misunderstandings.

- **Education:**

The process of acquiring knowledge, skills, and values through formal or informal learning, which shapes tourism behaviour and promotes responsible practices.

- **Government:**

The system of authority and institutions that manage public affairs and regulate activities within a country, including tourism development and promotion.

- **Public awareness campaigns:**

Organised efforts to inform and educate communities and travellers about responsible tourism practices, often using media, workshops, or events.

- **Regulations:**

Rules established by governments to ensure compliance with tourism policies, protect resources, and promote responsible behaviour.

- **Sustainable tourism:**

Tourism that meets present needs without compromising the ability of future generations to meet theirs, often achieved through eco-friendly and community-focused practices.

- **Synergies:**

The combined effect of different elements working together to produce greater outcomes, such as government policies aligning with cultural preservation in tourism.

- **Tourism education programmes:**

Structured courses designed to provide learners with knowledge about tourism management, hospitality, and sustainability.

- **Tourism policies:**

Official guidelines created by governments to direct tourism development, focusing on areas such as sustainability, cultural preservation, and economic growth.

- **Training programmes:**

Practical learning opportunities that equip individuals with specific skills for tourism, such as guiding, customer service, or eco-tourism practices.

Concept Check Questions

Objective Questions



1. Which of the following best describes tourism policies?
 - a) Informal traditions guiding tourism behaviour
 - b) Official guidelines created by governments to direct tourism development
 - c) Rules set by communities for cultural preservation
 - d) Marketing campaigns led by private organisations(Linked to SLO 5.2)
2. Regulations in tourism are:
 - a) Suggestions for tourists to follow
 - b) Rules established by governments to ensure compliance with policies
 - c) Customs passed down through generations
 - d) Training programmes for tourism professionals(Linked to SLO 5.2)
3. Which of the following is an example of cultural heritage?
 - a) Airport infrastructure
 - b) Historical monuments
 - c) Tourism marketing campaigns
 - d) Licensing requirements for tour operators(Linked to SLO 5.7)
4. Sustainable tourism refers to:
 - a) Tourism that maximises profit for businesses
 - b) Tourism that meets present needs without compromising future generations
 - c) Tourism that focuses only on cultural heritage
 - d) Tourism that depends solely on government funding(Linked to SLO 5.10)

Short-Answer Questions

5. Define the role of government in tourism development. (Linked to SLO 5.1)
1. Explain one way tourism policies influence visitor behaviour. (Linked to SLO 5.2)
2. Give one example of a government-led tourism initiative. (Linked to SLO 5.3)
3. Describe the importance of education in shaping tourism behaviour. (Linked to SLO 5.4)
4. What is the purpose of public awareness campaigns in tourism? (Linked to SLO 5.6)
5. Define cultural sensitivity and explain why it is important in tourism. (Linked to SLO 5.8)
6. State one challenge and one opportunity in cultural tourism. (Linked to SLO 5.9)

Long-Answer Questions

12. Analyse how government policies and regulations contribute to sustainable tourism development, providing examples. (Linked to SLO 5.2 & 5.10)
1. Evaluate the role of education and training programmes in promoting responsible tourism behaviour. (Linked to SLO 5.4 & 5.5)
2. Assess the impact of cross-cultural interactions between tourists and host communities, highlighting both benefits and challenges. (Linked to SLO 5.8 & 5.9)



3. Apply integrated strategies that combine government, education, and culture to promote sustainable tourism, and suggest practical measures for planners. (Linked to SLO 5.10)

Answers to Concept Check Questions

Objective Questions

1. b) Official guidelines created by governments to direct tourism development
2. b) Rules established by governments to ensure compliance with policies
3. b) Historical monuments
4. b) Tourism that meets present needs without compromising future generations

Short-Answer Questions

5. Government plays a role in tourism development by providing infrastructure, creating policies, ensuring safety, and promoting destinations.
6. Tourism policies influence visitor behaviour by encouraging eco-friendly practices, such as limiting waste disposal in resorts.
7. An example of a government-led initiative is a national tourism board launching international marketing campaigns.
8. Education shapes tourism behaviour by raising awareness of cultural respect, environmental conservation, and responsible practices.
9. Public awareness campaigns inform communities and travellers about sustainable practices, encouraging behavioural change.
10. Cultural sensitivity means respecting the values and traditions of other cultures. It is important because it reduces misunderstandings and enhances tourism experiences.
11. A challenge in cultural tourism is over-commercialisation, while an opportunity is economic growth through heritage preservation.

Long-Answer Questions

12. Basic response: Government policies set guidelines for tourism development, while regulations enforce compliance. For example, policies promoting eco-tourism and regulations limiting waste disposal support sustainability.

Value-added response: Beyond compliance, governments can integrate policies with cultural preservation and education, ensuring tourism growth aligns with community values. Examples include heritage site protection laws and eco-friendly infrastructure projects.

1. Basic response: Education and training programmes provide knowledge and skills that promote responsible tourism behaviour, such as respecting local customs.

Value-added response: Advanced programmes also prepare professionals to lead sustainability initiatives. For instance, universities offering degrees in tourism management and workshops for eco-tourism guides contribute to long-term industry resilience.

2. Basic response: Cross-cultural interactions enrich experiences by promoting mutual respect but may lead to misunderstandings.



Value-added response: These interactions can also influence global tourism trends, encouraging cultural exchange and innovation. However, planners must address risks such as cultural dilution by promoting authentic experiences.

3. Basic response: Integrated strategies combine government policies, education, and cultural preservation to achieve sustainable tourism. Examples include eco-friendly infrastructure and community participation.

Value-added response: Planners can design holistic frameworks that involve stakeholders at all levels, from government agencies to local communities. Practical measures include educational campaigns, heritage site conservation, and policies that incentivise sustainable business practices.

Answers to Pilot Questions

Answers to Pilot Questions 5.1

- Government plays a role in tourism development by providing infrastructure, creating policies, ensuring safety, and promoting destinations.
- Tourism policies are official guidelines created by governments to direct tourism development. Their purpose is to promote sustainability, cultural preservation, and economic growth.
- One example of a regulation that supports sustainable tourism is limiting waste disposal in resorts.
- Governments promote destinations to international visitors through national tourism boards and marketing campaigns.
- A case example of a government-led tourism initiative is investment in heritage preservation projects.

Answers to Pilot Questions 5.2

- Education shapes tourism behaviour by raising awareness of cultural respect, environmental conservation, and responsible practices.
- Tourism education programmes are structured courses designed to provide learners with knowledge about tourism management. An example is a university degree in tourism management.
- Training programmes focus on practical skills such as guiding, customer service, and eco-tourism practices.
- Public awareness campaigns promote sustainable tourism by informing communities and travellers about conservation, cultural respect, and waste reduction.
- An example of a public awareness campaign in tourism is a media campaign encouraging respect for local traditions.

Answers to Pilot Questions 5.3

- Cultural heritage is the traditions, monuments, artefacts, and practices passed down through generations. It influences tourism by attracting visitors to festivals, museums, and historical sites.



- Cross-cultural interactions are encounters between people from different cultural backgrounds where ideas, values, and behaviours are exchanged. They enrich tourism experiences by fostering mutual respect and understanding.
- One benefit of cross-cultural interactions is promoting mutual understanding, while one challenge is the risk of cultural misunderstandings.
- Cultural tourism is travel focused on experiencing the traditions, heritage, and lifestyles of communities. It provides opportunities such as economic growth and cultural preservation.
- One challenge associated with cultural tourism is over-commercialisation, which can reduce authenticity.

Answers to Pilot Questions 5.4

- Synergies are the combined effect of different elements working together to produce greater outcomes. In tourism, they apply when government policies support cultural preservation.
- Cultural sensitivity means being aware of and respecting the values, traditions, and practices of other cultures. It is important in tourism because it reduces misunderstandings and enhances experiences.
- An example of how education promotes cultural sensitivity is a training workshop for tour guides on respecting local customs.
- Sustainable tourism is tourism that meets present needs without compromising the ability of future generations to meet theirs. It is important because it ensures long-term viability of destinations.
- One strategy for achieving sustainable tourism through integrated approaches is involving communities in decision making alongside government policies and educational campaigns.

References and Attributions

General References

- Hall, C. M. (2008). Tourism planning: Policies, processes and relationships. Pearson Education.
- Hofstede, G. (2001). Culture's consequences: Comparing values, behaviours, institutions, and organisations across nations. Sage Publications.
- Weaver, D., & Lawton, L. (2014). Tourism management. John Wiley & Sons.
- World Tourism Organization (UNWTO). (2018). Tourism and sustainability. Retrieved from <https://www.unwto.org>
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Illustrations

- Figure 5.1: Role of government in tourism development
Attribution: AI-generated using Copilot graphic tool.



Prompt: "Create a labelled diagram showing government roles in tourism: infrastructure, policy, safety, promotion."

Suggested OER search string: "government role tourism development diagram OER".

- Table 5.1: Examples of tourism policies and regulations

Attribution: AI-generated using Copilot graphic tool.

Prompt: "Generate a table showing examples of tourism policies, regulations, and their impacts."

Suggested OER search string: "tourism policies regulations examples OER".

- Box 5.1: Case examples of government-led tourism initiatives

Attribution: AI-generated using Copilot graphic tool.

Prompt: "Generate a text box listing examples of government-led tourism initiatives: marketing campaigns, infrastructure investment, heritage preservation projects."

Suggested OER search string: "government tourism initiatives case examples OER".

- Figure 5.2: Education shaping tourism behaviour

Attribution: AI-generated using Copilot graphic tool.

Prompt: "Create a labelled diagram showing education influencing tourism behaviour: awareness, respect, sustainability."

Suggested OER search string: "education tourism behaviour diagram OER".

- Table 5.2: Examples of tourism education and training programmes

Attribution: AI-generated using Copilot graphic tool.

Prompt: "Generate a table showing examples of tourism education and training programmes with focus areas and examples."

Suggested OER search string: "tourism education training programmes examples OER".

- Box 5.2: Examples of public awareness campaigns in tourism

Attribution: AI-generated using Copilot graphic tool.

Prompt: "Generate a text box listing examples of public awareness campaigns: conservation workshops, cultural respect media campaigns, waste reduction initiatives."

Suggested OER search string: "public awareness campaigns sustainable tourism OER".

- Figure 5.3: Cultural heritage as a driver of tourism

Attribution: AI-generated using Copilot graphic tool.

Prompt: "Create a labelled diagram showing cultural heritage examples such as festivals, museums, and historical sites."

Suggested OER search string: "cultural heritage tourism diagram OER".

- Table 5.3: Benefits and challenges of cross-cultural interactions in tourism

Attribution: AI-generated using Copilot graphic tool.

Prompt: "Generate a table showing benefits and challenges of cross-cultural interactions in tourism."

Suggested OER search string: "cross cultural interactions tourism table OER".

- Box 5.3: Challenges and opportunities in cultural tourism

Attribution: AI-generated using Copilot graphic tool.

Prompt: "Generate a text box listing challenges (over-commercialisation, loss of authenticity) and opportunities (economic growth, cultural preservation) in cultural tourism."

Suggested OER search string: "challenges opportunities cultural tourism OER".

- Figure 5.4: Synergies between government and cultural preservation



Attribution: AI-generated using Copilot graphic tool.

Prompt: "Create a labelled diagram showing synergy between government policies and cultural preservation in tourism."

Suggested OER search string: "government cultural preservation synergy tourism diagram OER".

- Table 5.4: Education promoting cultural sensitivity in tourism

Attribution: AI-generated using Copilot graphic tool.

Prompt: "Generate a table showing educational approaches that promote cultural sensitivity in tourism."

Suggested OER search string: "education cultural sensitivity tourism table OER".

- Box 5.4: Strategies for sustainable tourism through integrated approaches

Attribution: AI-generated using Copilot graphic tool.

Prompt: "Generate a text box listing strategies for sustainable tourism: eco-friendly infrastructure, community participation, educational campaigns."

Suggested OER search string: "sustainable tourism integrated approaches OER".



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