



# Yr11 Travel and Tourism Induction – Iceland

Session 3 - Case study destination



# Why case studies

- During your 2 years we will look at lots of case studies in the UK and around the World.
- This will involve becoming experts in some destinations
- Scenarios are often used in exam papers from different destinations
- You are not expected to have knowledge before starting the course but any experiences help!
- We thought we would give you a very small taster into 2 case studies as part of the induction.
- Enjoy!

# Qualification reminder and questions

## WJEC Level 3 Diploma in Tourism

### Unit 1

Understand what the UK offers to inbound and domestic tourists

Explore the range of employment opportunities in the tourism industry

Content will include; types of tourists, technology, types of destinations, future development and the appeal of destinations.

Examination

### Unit 2

Investigate tourism destination around the World looking at the attractions and facilities on offer

Analyse the image and reputation that affects the types of tourists that each destination appeals to.

Coursework

### Unit 3

Investigate the internal and external pressures that the tourism industry adapts to

Pressures include; economic, environmental, political, transport development etc

Examination

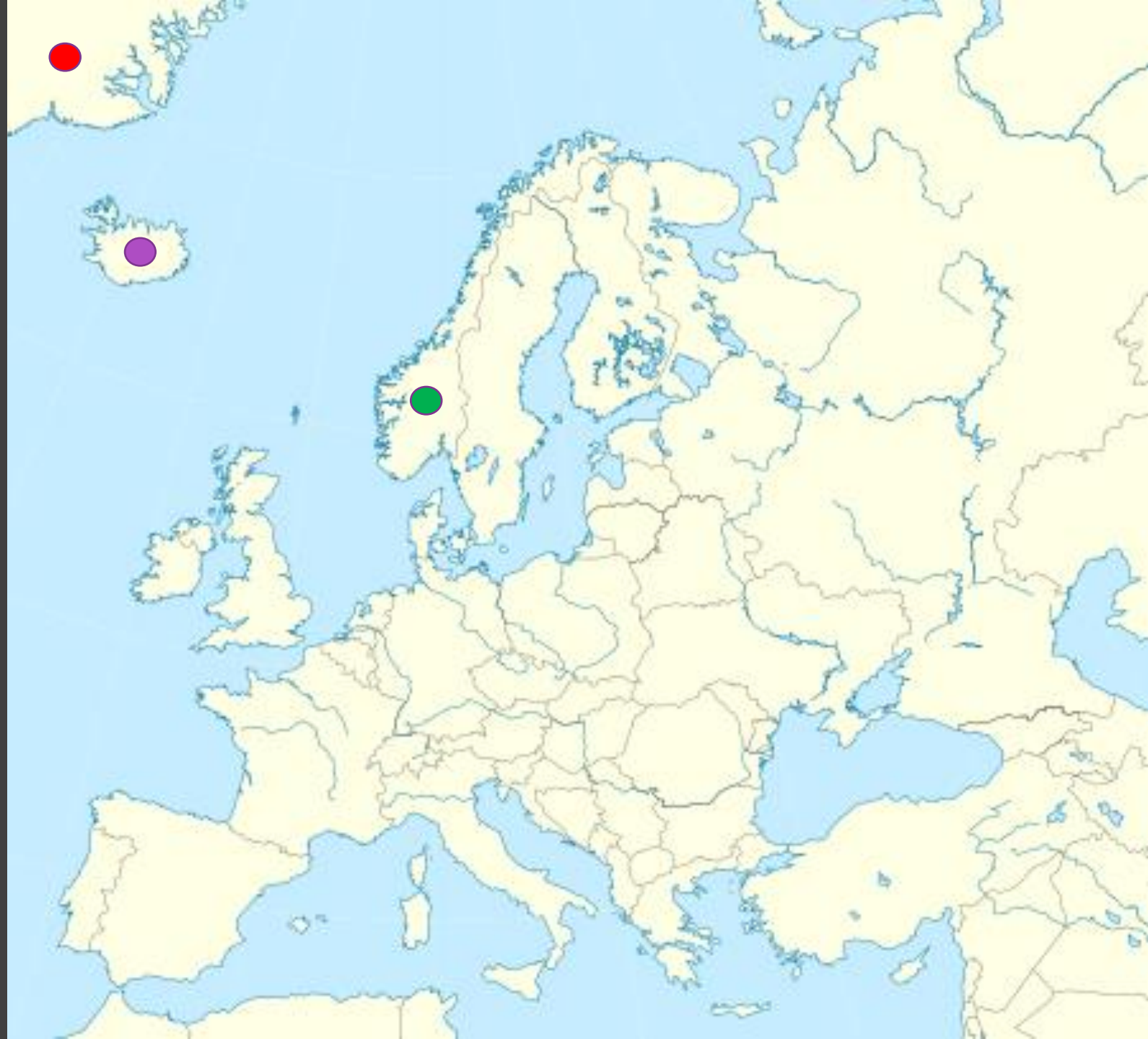
### Unit 4

Understand the process of event management and the nature of tour itineraries.

Plan, run and evaluate a trip in groups.

Coursework

MAP WORK –  
WHICH ONE IS  
ICELAND?  
PURPLE, GREEN OR  
RED?



# Map work

- Can you locate the following famous attractions in Iceland?
- Blue Lagoon
- Geysir – Water explosion
- Capital City
- Gullfoss falls
- Black sand beaches
- Ice Caves
- Eyjafjallajökul Volcano (erupted 2010)







# What is Iceland all about?

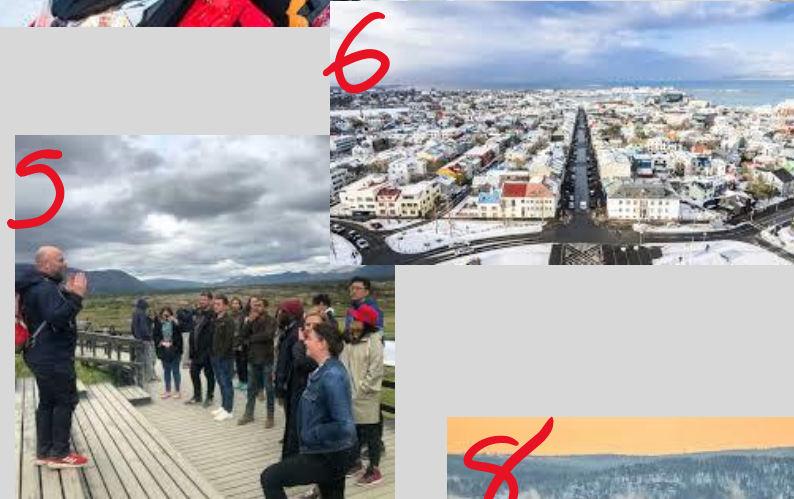
- Questions during video
- What is Iceland the land of?
- What is the key pull factor for tourists in your opinion?
- What is the population?
- What is unique about buildings?
- What is the blue lagoon?
- What can you walk between in one of the national parks?
- Why is it used a lot for films such as James Bond and Lara Croft?



# BEFORE TOURISM...

What do you think has  
changed now?

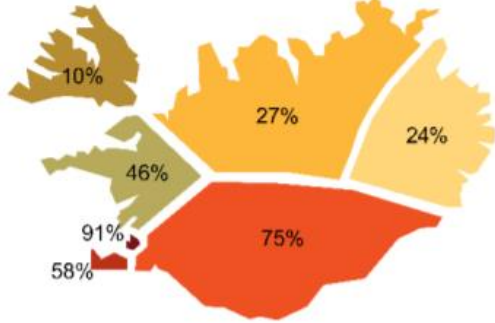
# Types of tourism – Match name and picture



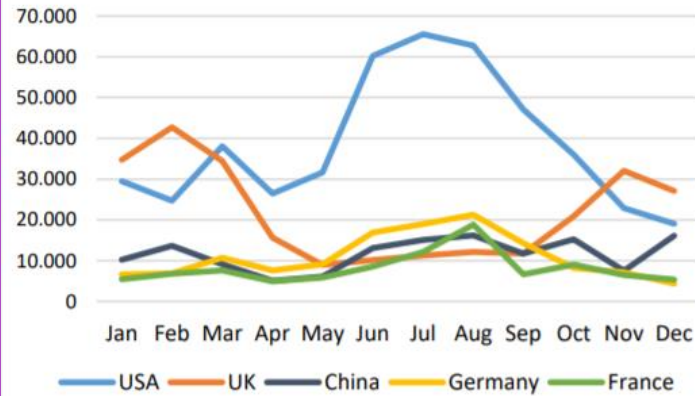
- Adventure
- Sports
- Gastronomy
- Animal
- Couples
- City Break
- Business
- Cruise



### Which regions were visited in 2019<sup>4</sup>



### Visitors by month in 2019 – Top five\* countries<sup>1</sup>



### Purpose of visit 2019<sup>2</sup>

	% of visitors	Number*	% change from 2018
Holiday	88.8%	1,763,704	2.5%
Visit friends/relatives	3.5%	69,515	-36.4%
Health related, education etc.	3.3%	65,543	10.0%
Business related	3.0%	59,585	20.0%
Temporary work	0.7%	13,903	-53.3%
Visit without an overnight stay	0.7%	13,903	-30.0%

## TYPES OF TOURISTS

Which season is most popular with the majority of countries? Why?

What are the growth areas in Iceland for purpose of visit?

What is the highest percentage of visitors for one region? Why is this significant?

# Careers in Tourism

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Tour guides – lots of them – geography, science and history

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Accommodation managers and staff

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Holiday Reps

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Airline and airport staff

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Marketing officers – very important for Iceland!

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Tourism development officers – very important for Iceland!

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Events teams

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Attraction staff

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Many more



# Events /Culture



# Weather

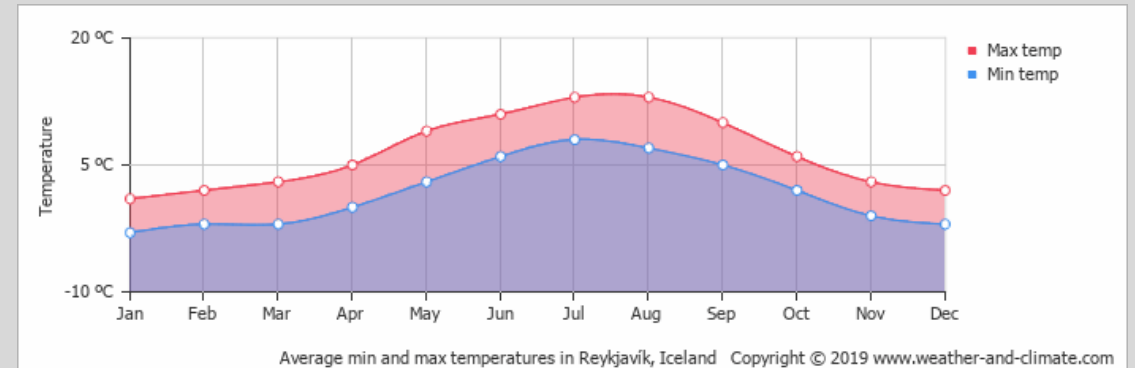
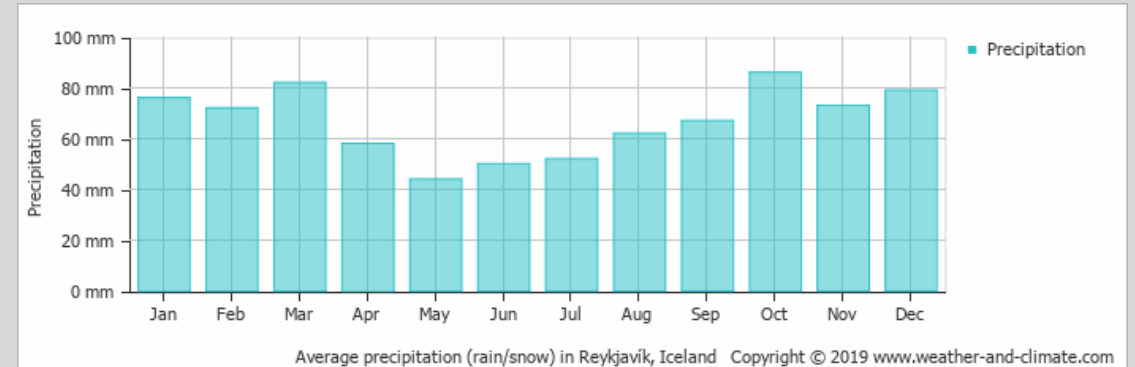
The climate is very different in Iceland.

Using the 3 climate charts when do you think are the peak months for tourism in Iceland? Why?

Chart 1 – Precipitation (rain & snow)

Chart 2 – Minimum and maximum temperature

Chart 3 – Amount of daylight hours in a day





# News – How does this impact tourism?

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Look at the extracts from news articles  
on the next few slides.

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Answer the following questions in the  
'question' box;

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Is it positive or negative for tourism?

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Who does it impact (locals, tourism,  
business etc)?

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What could Iceland do to resolve the  
impact if negative?

Last year a record 1.76 million visitors flocked to this tiny island, dwarfing the country's population, which according to [World Population Review](#), is just 334,000, give or take a few Vikings.

Most of these visitors were Americans and a majority flew over for just two to three days... not a lot of time to jam in everything on the schedule —Vik's black-sand beaches, the famous Seljalandsfoss waterfall, the visitor center at Þorvaldseyri, and the Sólheimajökull glacier. Tensions can run high when an unexpected stop is made and the trip around the two-lane highway that is the Circle, which can be driven in three hours, ends up being eight to nine. Add in the jumble of tour busses and rental cars, unpredictable weather and no crossing lanes, it's enough to make even the most sanguine person grumpy.

Due to terrorism and Zika, Iceland, once Europe's ignored, homely stepchild, has become Europe's most sought-after prom queen. Last year, tourists blew off previously hot destinations like France, England, Italy, the Caribbean and South America for the safe and delightfully zany, Bjork-loving shores of Iceland, and in record numbers.

The reality is: the onslaught of photo-snapping, puffin-doll-loving tourists has caused a few problems, including environmental concerns, the cracking of an aging infrastructure, and a housing crisis.





## Tourists and tech bring resilient Iceland back from the brink

**T**en years since the [financial crisis in Iceland](#), the noise of the computer servers mining for bitcoin on a former Nato airbase is many decibels louder than the vast turbines spinning away in the hydroelectric power plant down the road.

Having come through the crisis a decade ago, [Iceland](#) is now enjoying an economic revival, with technology, renewable energy and tourism replacing the unsustainable boom in banking. Visitor numbers have quadrupled and output per head is among the strongest in Europe. The employment rate is the highest in the world.



The ash cloud of 2010 spewing from one of its volcanoes, [grounding flights across Europe](#), raised fears that Iceland's recovery could go up in smoke. But tourist numbers have steadily risen by about 25% a year since 2010, hitting 2.2 million last year.

The country has now more than made up for the fall in GDP since the crash. By 2016 the economy was growing by as much as 7.2% before the pace moderated as a result of the króna appreciating in value. However, it is still forecast to maintain a growth rate of about 3% over the next two years - more than double the UK's.

**With more than 10 million images on Instagram, Iceland is a popular destination among tourists wanting to get the perfect picture.**

The Nordic country has long been considered an "Instagrammable destination" but now locals say the island has an issue with inconsiderate influencers.

Earlier this month, one visitor was criticised in Iceland for going off road in his hire car and becoming stuck in clay. He was rescued by police officers who documented the incident on their Facebook page.

Driving off-road is strictly prohibited in Iceland over fears it could damage wildlife.

The issue has now become so problematic that there are Facebook and Instagram pages where Icelanders document bad behaviour by Instagrammers.

The accounts show influencers drinking and driving, sitting on glaciers, walking on moss, crossing tourist perimeters at popular sites and flying drones over horses.

Michalina Okreglicka told the BBC that many influencers coming to Iceland "don't have the knowledge about the country's dos and don'ts".

Tourist board Visit Iceland has launched several initiatives attempting to promote responsible behaviour by tourists. It warns visitors in videos and on its website about the importance of Icelandic moss and the need to keep to the main roads and tracks when driving.

It has also started a pledge for tourists to sign at the airport where they can promise to leave places as they found them and stop urinating in the countryside.

Icelandic moss is particularly fragile and **can die if trampled on**. It helps prevent soil erosion, retains water and humidity and is home to many microorganisms.



**Icelanders tire of disrespectful Instagram influencers**



# 10% of Iceland's workforce employed in tourism

About 22,000 people work in Iceland's tourism industry, which is 10% of all working Icelanders, [Grapevine](#) reports citing [Kjarninn](#).

Of all tourism industry workers in Iceland, about 6,000 are foreigners. Due to the limited size of Iceland's population (app 332,500) and the rapid expansion of the tourism industry, new positions to a high degree will have to be filled by foreign workers, and it is predicted that as much as 40% of Iceland's tourism industry workers will come from abroad, both this year and the next.

For the last twelve months, from May 2015 to April 2016, overnight stays in hotels were 3,095,600, which is an increase of around 27% compared with the previous year. Foreign tourists account for more than 83% of the stays, [Statistics Iceland](#) reports.

Iceland's GDP is expected to grow by 4.3% in 2016 due to strong private consumption and investment, according to [Statistics Iceland](#).



# Exam question example

- Assess the impacts of tourism on Iceland as a destination  
[8 marks]

# Exam question structure

- 8 marks – 4 points with explanations
- Assess = positive and negative – ideally 2 of each to be balanced
- Can you think of any possible positive or negatives?





Lets start the question together...



# NEXT SESSION – DUBAI

Miss Loxton will be exploring Dubai with you in the next induction session.

Start thinking about how Tourism has developed in this destination.