Putting it all together

In the previous exercises you will have considered the different ways in which various tourism organisations operating within the destination you have been studying *could* work to increase the destination’s appeal to different types of tourists.

You will have made notes about the various ways in which the appeal of the destination *could* be increased through tourism organisations in the destination improving their products and services.

Read through the notes you have made for **all six sections** of the tourism industry carefully.

You now need to suggest how the destination you are studying *could* increase its appeal to different types of tourist, using sub-headings for each of the six sections. Use the text box below to develop your report. Try to write two or three sentences for each of the six sections.

How (insert the name of your chosen destination) *could* increase its appeal to different types of tourist.

* *Introduction*
* *Accommodation*
* *Attractions*
* *Transport providers*
* *Food and drink*
* *Visitor information*
* *Exploring the destination*