



TOURISM: SUMMARISED NOTES

GRADE 12

TOURIST ATTRACTIONS

World icons, landmarks & attractions



THE DIFFERENCE BETWEEN World Icons & Attractions

An attraction...

- Any place that a tourist can visit.
- Can be natural or man-made.

An icon...

- Any attraction that is world renowned.
- Is a symbol of the country.
- Is unique and one of a kind.
- Can be natural or man-made.

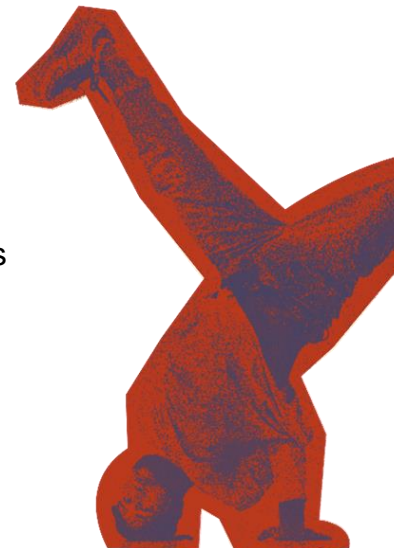
WHS: World Heritage Sites

- UNESCO classifies a site as a World Heritage Site, if it is deemed important enough, due to the site's exceptional cultural or physical characteristics.
- World Heritage sites therefore contain universal value.



United Nations Educational, Scientific & Cultural Organization

Once UNESCO has classified a site as a WHS, this symbol is used to indicate it.





WHEN IS AN ^{attraction} CONSIDERED AS AN icon?

If it represents a sense of identity for a group of people.

If it is related to famous people who made world history.

If it offers an extraordinary recreational opportunity for tourists.

If it is breathtaking / very attractive.



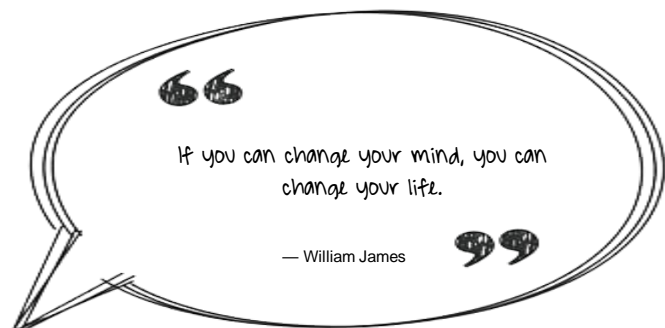
Economic importance OF ICONS FOR A COUNTRY

- Icons attract people from all over the world. The uniqueness of the icon will determine how many tourists want to travel there.
- The more tourists travel there, the greater the foreign exchange revenue will be for that country.
- Icons will help to increase / grow the tourism industry of that country.
- The overall standard of living of all residents increases and the infrastructure is improved.



ICONS' value

- Icons are on front page ads and frequently on the TV.
- Become widely known, which means that icons attract a lot of tourists.
- Provides a great economic contribution to a country, as many tourists will travel there.
- Businesses in the tourism industry will benefit directly.
- Create more job opportunities, which improves the economy.
- Businesses and institutions can expand.



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