

Articles



<https://www.si.com>

The articles selected were article 1 'Economic impact on local event' and article 6 'The role of tourism planning'. Many discoveries were made when reviewing the articles.



<http://www.teamgb.com/games>

Article 6 - The role of marketing in tourism planning

- ▶ One of the main points the article expresses is the link between tourism regions and tourism marketing planning.
- ▶ Both of the articles state the use of marketing and the benefits of what it does in the tourism industry.



<https://drmarkcamilleri.com>

- ▶ The article mentions the progress of International tourism and how it has been developing greatly over recent years. The article also discusses two trends that have advanced from the growth of the industry. The two trends are tailor made tourism products and the increasing competitive environment in which the industry works.
- ▶ Tourism planning at regional level has many benefits. Regional planning is well known as it takes into consideration local requirements.



<http://www.tetleyscoaches.co.uk>

Article 1- Economic impacts of Local Events

- ▶ The main point of this article is to look at the small local events such as swimming competitions that are targeted towards a smaller amount of participants and audience.
- ▶ The article talks about how these smaller events effect the local economy, and how they affect the people living in these areas, rather than large sporting events that have massive impacts on the whole economy.
- ▶ Small sporting events bring money to the local businesses such as shops, hotels, restaurants, visitor attractions etc. They also benefit the local people by creating an event that they can attend, and that can publicize the area that they are living in. Thus could potentially bring more visitors throughout the year if they enjoyed the area that the events is held in.
- ▶ This could also improve the area by more visitor attractions being built for visitors, which will affect the locals by creating more jobs.
- ▶ The main conclusion from the article is no matter size of a sporting event, sporting events generate a lot of money for the economy. Not only that it also brings the community together and gets everyone involved.
- ▶ The article mentions the importance of media when it comes to sporting events. News headlines attract a larger audience and helps the event by making it more popular.