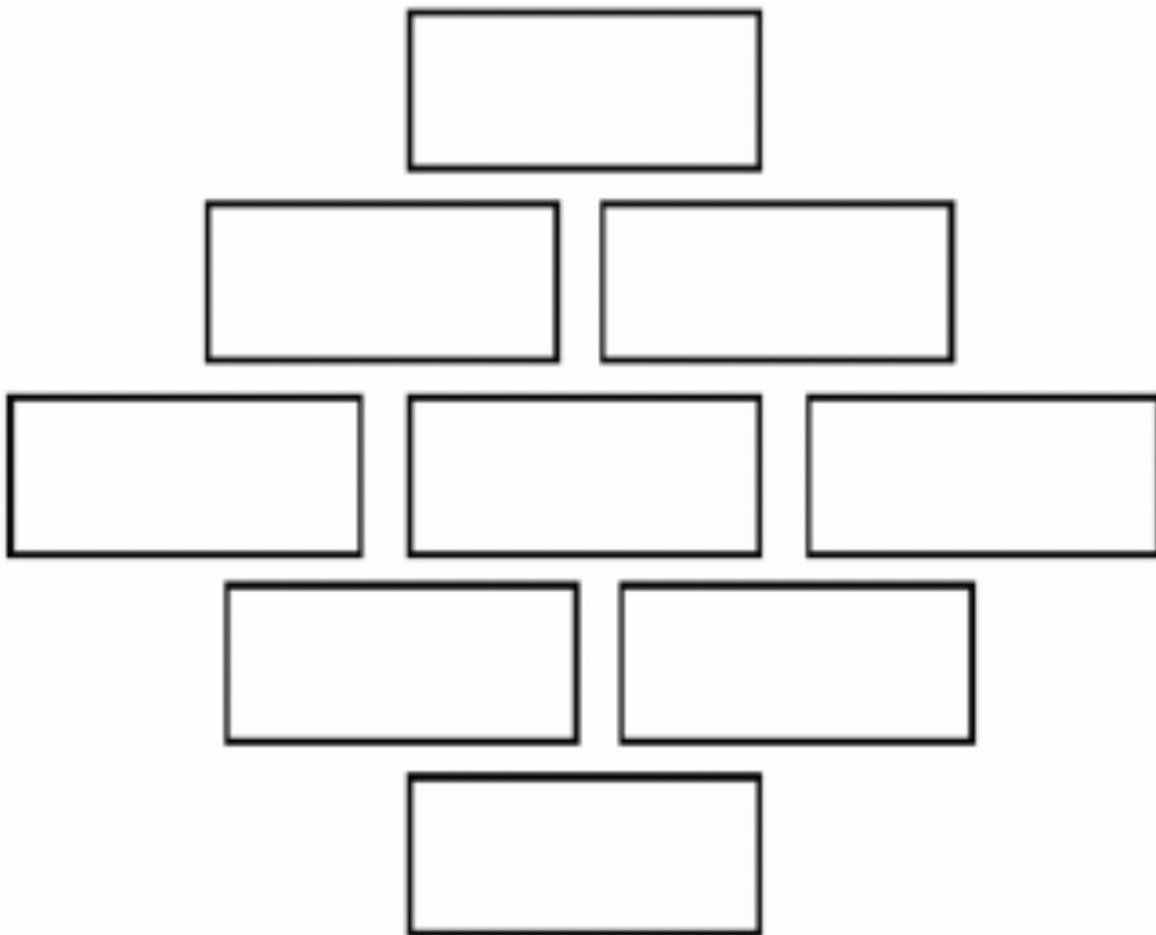


What factors control the popularity of a destination?

1. Why do tourists visit the UK? List as many reasons as you can.
2. If you were a tourist planning to visit the UK, which of the following factors would be the most important to you? Rank them into the diamond 9 below.

Factors: art and culture, food, weather and climate, natural attractions, activities, sports or cultural events, man-made attractions, historical sites, accessibility.



2. Can you justify your decisions?

I have chosen _____ as the most important factor because....

I have chosen _____ as the least important factor because....