

WEATHER PREFERENCES AND TOURISM

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Abstract

The presented work was undertaken to establish a relationship among climate, weather and tourism. For this, questionnaires were administered to 27 students of Tourism of Faculty of Tourism, Hospitality and Gastronomy (HOTECH) in São Paulo, Brazil. It is well known that people has different opinions about weather. Some people prefer cold, hot or cloudy weather, snow or rain. There is no consensus on the concept of weather preference. Although when the perception of weather is associated with tourism, the broad range of preferences is reduced and the majority prefers travel destinations with hot and sunny weather. This was confirmed by results of this work which shows that 74% of the students would choose warm weather for their holiday destination. Other interesting result shows that most of the respondents (93%) check weather forecast before deciding where to travel pointing out that the weather is one of the main concerns about planning a trip since people want to know if it would be sunny or rainy, hot or cold and what kind of clothing should be taken. Concerning tourism attractive factors, results showed a strong preference (70% of the respondents) for snow related destinations. It is quite impossible that tourists would choose to go to Bangladesh or India because of monsoon rain. However, snow is an important attractive factor, specially for tourists from warm regions, and it could help to increase tourism dynamism. An example of this is that many tourists choose some mountain cities located in south of Brazil just to see snow even though it lasts for only a few minutes. Similarly, many tourists choose ski destinations such as Bariloche in Argentina and Valle Nevado in Chile during snow season. In conclusion, the results obtained in this work point out that the weather is an important factor for stimulating travel, recreation, sports practice and competitions. Hence, knowing the weather of the trip destination is essential for tourism planning. Moreover, weather and weather forecast should be considered for better attending the tourists and exploring more efficiently the potentials of travel destinations.

Keywords: Tourism, Weather, Travel Destination