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Using the PESTEL framework, identify and discuss the key factors in the macro environment that influence the tourism industry. Political: A large influence on the tourism industry can be the stability of government. If the government is unstable it can be viewed as dangerous and unpleasant to visit.

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the impact of the macro-environmental  
factors on their businesses. It also helps  
them in making strategic decisions.  
PESTEL analysis is usually conducted in  
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radical changes. From the past  
experiences are now advancing at  
greater pace through faster  
development of skills and knowledge  
developed to create and adapt  
innovation in several ways.

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- Political constraints and lack of  
international acceptance of Syria as  
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- Risks of conflict  
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