



2019 specification
first exams in 2020

BTEC L3 Nationals T&T Course Companion:

Unit 1: The World of Travel and Tourism

For Pearson BTEC Level 3 National:

Certificate in Travel and Tourism (603/1224/5)

Extended Certificate in Travel and Tourism (601/9023/1)

Foundation Diploma in Travel and Tourism (601/9024/3)

Diploma in Travel and Tourism (603/4695/4)

Extended Diploma in Travel and Tourism (603/4696/6)

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Teacher's Introduction

This course companion has been written to support the delivery of **Unit 1: The World of Travel and Tourism** for the **Pearson BTEC Level 3 Nationals in Travel and Tourism**. The resource is suitable for teaching at all levels, from Certificate through to Extended Diploma.

This externally assessed, mandatory unit is taught over 90 guided learning hours (GLH). Teachers will have different approaches to the balance between teaching and exam practice – this resource allows you to flexibly construct a teaching approach based around your timetabling, the scheme of work, and the needs and abilities of your students. The resource includes research activities and exam-style questions for practice. The format allows sections to be copied and easily distributed for students who may have missed lessons or need extra support.

This resource matches the learning aims set in the specification and addresses every point of the essential content that learners must cover prior to assessment:

Content Area A:	Types of travel and tourism
Content Area B:	The types of travel and tourism organisations, their roles and the products and services they offer to customers
Content Area C:	The scale of the travel and tourism industry
Content Area D:	Factors affecting the travel and tourism industry

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Always check the exam board website for new information, including changes to the specification and sample assessment material.

September 2019

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A1 – Types of tourism

Tourism - a trip taken away from home for one night or more

There are a number of ways of defining tourism. Certainly, tourism involves a trip within which a person works. However, it is not necessary to stay away from home activities. Millions of people take part in day trips every year; they participate in and contribute to the visitor economy, but they do not necessarily stay away from home.

Domestic tourism - taking holidays and trips inside your country of residence

Within the UK, thousands of tourists are made every day of the year. These are leisure trips for pleasure, to visit family and friends and to attend sporting events. They also include business trips. The significance and importance of domestic tourism cannot be underestimated. Every day people travel by road, rail and air to different parts of the UK outside of the area where they live and work. On a daily basis, aircraft fly to and from major cities in England, Wales, Scotland and Northern Ireland. Hundreds of intercity routes carry tourists travelling for a variety of reasons, and countless journeys are made on motorways and other roads. It is calculated that about 100 million domestic overnight trips are taken in the UK each year, and these generate nearly £20 billion in spending. In addition, over £50 billion is spent by domestic tourists on day visits.

In recent years, UK residents have taken an increasing number of domestic holidays, more being taken now than there were 10 years ago. This activity spreads the benefits of tourism. Domestic tourists tend to visit 'traditional' destinations, such as seaside towns. This contributes to the economy of resorts such as Blackpool, Brighton and Scarborough. In addition, tourists will also visit major towns and cities, as they will national parks and other areas of interest.

Domestic tourists will use the full range of accommodation, from luxury hotels to budget motels. These tourists also spend money in a variety of restaurants and cafes, contributing to the local economy. Also, domestic tourists make up the majority of visits to major attractions. Domestic tourism is extremely important to the UK tourism industry.

Exam-style question

Assess the importance of domestic tourism to the UK tourism industry.



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Inbound tourism - visitors from overseas coming into a country

It is generally the case that inbound tourists spend more on tourism products and services. Inbound tourists tend to stay for longer and generally stay in more expensive accommodation. The UK receives about 38 million visits from inbound tourists each year and these tourists spend a significant amount on the economy of the UK in a number of ways. It is calculated that each inbound tourist spends an average of £600.

By no means are all these visitors on holiday, as the figures in the table below indicate.

Purpose of visit	% of inbound UK tourists
Holiday	37%
Business	25%
VFR (visiting friends and relatives)	31%
Other reasons (e.g. study)	7%

The UK is one of the most popular inbound tourism destinations in the world. This is due to its ongoing popularity. These include:

- **Accessibility** – Heathrow and Gatwick are among the busiest airports in the world with many global cities arriving each day. Furthermore, the UK is accessible by ferry. The Eurostar service links the UK with a number of important European cities.
- **Culture and heritage** – The UK has a rich and varied cultural heritage. Visitor attractions such as Buckingham Palace and Windsor Castle and many other sites are spread throughout the country.
- **London** is one of the most important cities in the world. Not only does it attract many visitors, such as the Tower of London, but it is also a major financial centre for the world.
- Within the UK there is a **wide variety of landscapes**, ranging from wild areas to the rolling hills of southern England. National parks are located in many highland areas. Stonehenge has been designated a World Heritage Site.
- The UK has **links with many other countries** which make up the British Commonwealth. Many countries have migrated to the UK in recent years, which explains the high percentage of visitors from these countries in the table above.

There are a number of factors which might cause a reduction in the number of inbound tourists. These include:

- A change in the value of a country's currency
- Terrorist activity and civil unrest
- Bad publicity
- Increased taxation
- Poor levels of service

The UK is seen as a safe destination to visit. Recent trends suggest that it remains one of the most popular destinations in the world.



Research activity

Find out from which 10 countries most tourists visit the UK.

Can you think of any specific reasons why nationals from each of these countries visit the UK? Try to consider these pull-factors from the point of view of each of the different purposes of visit (Holiday, Business, VFR, Other).

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Outbound tourism – tourists leaving their country of residence to travel

Outbound tourism increased rapidly in the second half of the twentieth century. Until the 1950s, relatively few people could afford to travel away from their own country. In the 1950s and 1960s, the major seaside resorts such as Blackpool, Bournemouth and Scarborough.

There were three factors which led to the growth in outbound tourism from the UK. These were:

- **Increased leisure time** – in particular, workers in the UK became entitled to paid holidays, so they could go away for longer.
- **Increased affluence** – many people were better off than they had been before the war, so they could afford better holidays.
- **The development of air transport** – many advances in technology had been made since the First World War and planes which could fly faster and carry more passengers became available.

At about the same time, the British government began to see tourism as a way of earning money for the country. For example, before 1957 UK residents flying to Spain had to buy a visa to enter the country. When this requirement was abolished it became much easier to visit Spain. The government also promoted its coastal areas and sandy beaches, such as the Costa Blanca and Costa del Sol, which had hot summer weather, which UK resorts could not. UK travel companies started to offer package holidays whereby, for one price, holidaymakers could buy a flight and accommodation, for a week's stay in a UK seaside resort. By the early 1960s the package holiday revolution had begun, and resorts such as Benidorm were transformed from sleepy fishing villages into resorts with thousands of hotel beds in a very short space of time.

As the table below shows, Spain has remained the most popular destination for UK tourists for over 40 years.

Top five destinations for UK tourists		
1975	2004	2010
Spain	Spain	Spain
France	France	France
Italy	USA	Italy
Germany	Greece	USA
Greece	Italy	Republic of Ireland

The three 'enabling' factors mentioned above have continued to provide opportunities for outbound tourism to the present day. From the 1980s onwards, it became much easier and more affordable to travel abroad, which enabled UK families to visit Florida, New York and other popular destinations in the USA.

This growth in long-haul travel has enabled more and more UK residents to visit destinations that were previously inaccessible. It is now possible to fly non-stop to Australia. This was not thought possible a few years ago.

Exam-style question

Outline the factors which led to the growth of outbound tourism from the UK in the second half of the twentieth century.

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A2 - Types of travel

Leisure travel - travelling for pleasure, enjoyment, relaxation or

The leisure tourist expects to enjoy a break away from their home and work to relax with friends and/or family. They expect to enjoy 'quality' time doing something different to work. Most leisure travellers travel with someone else, either as a couple, or a family. Generally, leisure travel is booked some way in advance and the type of activities meet the needs of all of the people travelling.

Short breaks

A short break is generally defined as a holiday lasting up to four nights. A short break can be a weekend or be a midweek break. Short breaks are popular with people who cannot take time away from work or for families who want to do something different during their holiday. People who find it difficult to take longer periods away from home for personal or financial reasons, to income, illness or other circumstances.

City breaks

It is estimated that 53% of holidays taken by UK residents recently were city breaks. These are more popular than beach holidays. Many cities have become increasingly aware in recent years that tourism is an important source of income and have marketed their attractions and facilities very successfully. British cities are increasingly accessible by road and rail. The growth of domestic low-cost air travel has also made it easier for tourists to travel to cities such as Belfast, Edinburgh and Glasgow from the south of England in little over an hour.

Similarly, major European cities, such as Rome, Paris, Amsterdam and Barcelona, are accessible by train lasting no more than two hours. All major cities in the UK and Europe offer a range of attractions easy to navigate using public transport. Increasingly, cities provide some form of tourist pass, which, if purchased, offers discounts on attractions and transport within the cities. Major attractions, such as the Eiffel Tower and Louvre in Paris. It is usually the case that a city can be visited in two or three days. Alternatively, tourists can choose to visit less than a day, which they are particularly interested.

One factor which has contributed to the increased popularity of city breaks is the range of websites and other tools available to tourists. People wanting to go on a city break can now book their flights online with easyJet or Ryanair, they can use Uber to travel within the city, they can find reviews of restaurants and hotels using TripAdvisor and they can find their way around using Google maps. This was not the case 20 years ago.



Countryside breaks

Not everybody wants to spend time visiting a busy city where it's difficult to get away from the crowds of people visiting major attractions. Countryside breaks usually offer a more relaxed holiday with fresh air and

pleasant scenery. Tourists might also want to take part in the wide range of leisure activities which are available in countryside areas. These range from fishing to mountain biking, abseiling and rambling.

There is a wide range of accommodation available in countryside areas, which includes B & Bs, campsites and youth hostels. A popular option for a countryside break is to

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Stag and hen

Stag and hen parties tourism has become increasingly popular in the last 20 years. These parties visit city destinations and take part in a range of activities. The bride is the centre of attention during these activities. In recent years, new specialised tour operators have been established to cater for the needs of stag and hen parties. These organisations offer a range of many activities for the participants.

Holidays

Package holidays

Package holidays are sold to customers by travel agents or tour operators. The holiday must include the following:

- Transport – which could be trains, coaches or ferries, but is usually flights
- Accommodation for at least part of the holiday
- Other tourist services, such as car hire

The components of a package holiday must be sold to the customer for one inclusive contract. If it is the case, then the package is covered by the Package Travel Regulations and is financially protected.

These regulations were introduced in 1962, and for the remaining years of the twentieth century, holidays sold by tour operators and travel agents were package holidays. However, with the growth of the Internet, more bookings, numbers of tourists are able to book their flight directly with an airline and accommodation with a hotel. This would not constitute a package and the customer would not be protected.

Independent holidays

Independent holidays involve the customer making all of the bookings themselves through travel companies (known as principals). The growth of the Internet has made it possible to book flights, accommodation, car hire, attraction tickets, etc. from home using their computer. However, it does not mean all, the customer can save money making their own bookings.

However, the main advantage of independent, or self-packaged, holidays is that it offers the customer flexibility in terms of the dates and times of travel, the standard of accommodation and so on.

Cruise holidays

Cruise holidays have become increasingly popular in the last 20 years. Previously, they were being expensive and exclusive, with passengers being required to dress formally. However, in recent years, although these options are still available on many cruises, a wider range of customer options has been offered. Cruise holidays in recent years.

Many cruise holidays, but by no means all, involve a flight to a departure port. The departure port could be New York, Dubai or any other port city around the world. Alternatively, UK ports such as Southampton and Liverpool, can be the departure port for a cruise, avoiding the necessity of a flight.

Popular cruise destinations include the Caribbean, the Norwegian Fiords, the Mediterranean and Alaska.

The table below shows the rapid global growth in the number of cruise passengers.

Year	Total number of cruise passengers
1990	3,775,000
2000	7,210,000
2010	18,420,000
2015	24,000,000
2020	27,600,000 (est.)

Research

Investigate the website of a cruise line, such as Cunard or P&O. Summarise the services offered.

What are the key similarities between the two packages?

Who are the target demographics?

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Special events

Within the UK there is an increasing number of events which attract thousands of people. These can be cultural or entertainment events, or sporting events. All major events generate a significant amount of income for the area in which they are held. For example, it is estimated that in Cardiff and the surrounding area, £100 million is generated on every occasion that Wales play a home international rugby match at the Millennium Stadium. Much of this income will be for accommodation, with providers being booked out for several nights before and after the matches. Those attending the matches will spend money on food and drink, and will need transport to and from the stadium. Hundreds of people will be employed within the ground and in the locality.

A number of cities now hold annual events and festivals which generate a great deal of income. One of these is the Edinburgh Fringe. In 1947, eight theatre groups turned up uninvited to the Edinburgh Festival, a newly formed cultural event. Today, thousands of performers and companies take part in the 'Fringe', which takes place in over 7000 different venues around the city. These events attract visitors from all over the world. It is estimated that the Edinburgh Fringe contributes about £260 million to the Scottish economy.

Major sporting occasions

As indicated above, major sporting occasions contribute a great deal to the economy of the area in which they are held. There are a number of sporting events which are held annually, attracting large numbers of spectators and generate millions of pounds in income. These include:



- The British F1 Grand Prix at Silverstone
- Wimbledon Tennis Championships
- The Cheltenham Festival
- The Grand National meeting at Aintree

These events are held over three or more days, so not only do they attract more visitors, they also need accommodation during their visit, adding to the income generated.

Additionally, major football matches, such as the FA Cup Final, will attract up to 80,000 spectators. Premier League fixtures. Cricket test matches and rugby internationals can also attract large numbers of spectators.

Exam-style question

Discuss the possible positive and negative impacts of major sporting events on the economy of the area in which they are held.

Seasonal events

A range of events have become established in the tourism calendar in recent years. A good example is the Chelsea Flower Show, which is held each year in mid May at the start of the summer. Generally, more seasonal events are held in the summer, where better weather is more likely to generate bigger crowds, especially when the event is held outdoors.

Music festivals have become established as major events. Hyde Park in London hosts concerts by major stars and bands in July, and the Reading Festival is always held in October. The Glastonbury Festival, the Isle of Wight Festival, T in the Park, BBC Proms and many other similar events are held throughout the summer.

More recently, some destinations have developed winter festivals with features such as temporary ice rinks and Christmas markets. These have become successful and have encouraged additional visits during what is traditionally a period when visitor numbers are low.

Research

Find out which band or artist is performing at the Reading Festival next summer.

What types of tourism are attracted to the Reading Festival? Consider the impact of the festival on the local economy.

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Corporate travel

Corporate travel is most often associated with work or a job but will take place away from work. It may involve an overnight stay. Many people have to travel outside of their home and work in connection with their job. Corporate or business travel is important to many businesses as it takes place on virtually every day of the year. Business travel is not confined to teachers, builders and doctors are just three examples of jobs in which people may travel.

It is a fallacy that all business travellers travel business class on planes and stay in luxury hotels. Many business travellers are self-employed and cannot justify the costs involved in business travel. They may work on a project away from home during the week and stay in relatively cheap accommodation Monday to Thursday.

Unlike leisure travel, it is often the case that business travel is booked at short notice. Business travellers may have less choice about when they travel. Also, more business travellers are travelling alone rather than with friends or family.

Meetings

Meetings may take place between only two people. They may take place in a place of business or at locations such as hotels, motorway service areas or railway stations. Some meetings are held in dedicated facilities. Larger, more formal meetings will require facilities such as a private room, a screen and a projector. Participants may travel from various locations to take part in the meeting. They may travel from home before or after the meeting.

Conferences

A conference (or convention) is a larger event which may involve hundreds, or even thousands of people. A conference will consist of a series of meetings and often includes keynote speeches. Conferences tend to take place over at least two days, with many delegates staying overnight for at least one night and often more. Major seaside destinations in the UK, such as Bournemouth, have developed conference facilities to attract organisations such as political parties. A wide range of accommodation is available within the destination.

Exhibitions

Exhibitions, or trade shows, provide an opportunity for organisations working in the same industry sector to show off their latest products to generate sales. The World Travel Market, held in London each November, is a good example of an exhibition. Destinations from around the world have stands which promote the attractions of the destination. Tour operators, hotel groups and transport providers are also represented. The exhibition provides a forum for organisations to work together to discuss the provision of new products and services to potential customers.

Training – self or others

Most working people will need to be trained in aspects of their work at some point in their career. This training may take place 'in-house' at the place where they work, or they may have to travel outside of the area in which they work to receive training. The training may take one day, or it may require a stay away from home. Travelling to the location of the training from home, contributes to the tourism economy. At the same time, those delivering the training may have to travel and stay in hotels.

Training can take place in a range of locations. Some large organisations have their own training facilities; hotels provide conference facilities which can be used for training purposes. Some hotels also provide facilities such as executive boxes.

Find out more about the world of travel and tourism. What are the different types of travel and tourism? How do they work? Can you see how business travel and tourism are linked?

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Short-term work contracts – elsewhere in the UK or overseas

It is important to understand that there are many reasons why people have to travel in connection with their work, and this is why corporate, or business, travel is so important. As mentioned above, it is not only managers and executives who travel for business. Builders go to work on-site midweek and return home at the weekend. Self-employed people may have to travel away from home while they complete a project, or a company may ask a manager to travel before a replacement can be found, necessitating a stay away from home.

Incentive travel – defined as a trip offered as reward for good performance in your company

Incentive travel is used by organisations as a 'bonus' for good performance. Rather than financial rewards, organisations can provide a travel experience to reward good performance awarded to an individual or to a team.

Companies are increasingly recognising the importance of rewarding individuals and groups of workers with special experiences rather than financial rewards. Away days, team building, and overseas conferences are all provided by many organisations. Over the years the MICE sector (Meetings, Incentive, Conferences and Events) has become an important sector of the tourism industry.

Outline the importance of corporate travel in the tourism industry.

Specialist travel

This is usually linked with the purpose of travel – a hobby, a sport, an interest, or a specific type of customer. Specialist, or special interest, travel involves the tourist taking part in a specific activity for the majority of their holiday. The main reason for booking the holiday is the activity or the event which is taking place. This may be a wedding, a rugby match or to visit a friend.

Adventure

Adventure travel appeals to people known as 'adrenaline junkies' or 'thrill seekers' who enjoy activities such as mountain biking, abseiling and white-water rafting which generally take place in mountain and countryside areas. These activities are increasingly organised by specialised companies which employ qualified instructors and leaders. Adventure activities can be undertaken as a day visit or form part of a longer holiday. Participants may wish to spend a week climbing in the Scottish Highlands. Alternatively, it would be possible to take part in a range of adventure activities during a stay in a national park.

Research

Investigate the range of activities available within the adventure travel sector.

What makes these types of travel popular?
Who might be attracted to these types of travel?
How might new activities be encouraged to develop?

Health

Health tourism involves choosing to travel to another country to undergo treatment related to a person's health. Often this is privately funded and it may be for cosmetic or medical reasons. High-profile cases in the media relating to people travelling for expensive treatment have led to the reality that most health travel is for personal choice. Generally, health travel is for the individual choosing to travel for treatment rather than to wait for it to be available at home. Often the treatment is available more cheaply in another country. For example, a number of people travel to receive cosmetic dental treatment which is cheaper than in the UK.

Another type of health travel is for spa treatments. A number of hotels provide spa facilities which can be undertaken during a stay at the hotel. Undertaking one treatment during a holiday would not be considered as health tourism; having two or three treatments per holiday would be.

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Education

The vast majority of people will take part in educational travel during their school years. Fieldwork, sports tours, museum visits and ski trips are just some common examples of educational travel. Some schools and colleges offer opportunities for students to visit destinations such as the USA. Others organise sports or music tours to different countries.

Each year, young people from a number of countries visit the UK to join summer schools. One of the reasons for this is to improve their English. Universities are increasingly letting their halls of residence run summer schools. British students also travel on exchange visits to develop their understanding of another country's language and culture.

Educational travel is not confined to young people. Groups of all ages can travel to different destinations to increase their knowledge. For example, groups of all ages visit the First World War Centenary to learn more about the First World War.

Heritage, culture

Many holidaymakers take a visit to a cultural attraction or heritage site during their travels. One person visiting Paris might spend time at the Louvre, someone visiting Rome might visit the Colosseum, and someone visiting London might visit the Tower of London. One visit to a cultural attraction does not constitute heritage and cultural specialist travel. Heritage and cultural specialist travel involves members of a group spending the majority of their time visiting and investigating cultural attractions within the destination with the intention of broadening their knowledge and understanding of the destination.

Gap year

Gap year travel is becoming increasingly popular with young people who take a year off from school or university and before looking for a job. Australia and the Far East have become fashionable destinations for gap year travellers, many of which are travelling alone or as couples. During their travels, gap year travellers may engage in adventure activities or participate in a community project helping local people in need.

Often gap year travellers have no specific itinerary and may choose to stay longer in a destination when they feel that the time is right. They may well meet up with friends during their travels or make new friends. As in many other sections of the travel industry, companies specialising in gap year travel have been set up to offer services to gap year travellers.

Conservation, sustainable tourism, responsible travel

Today, most people are aware of the negative impacts caused by tourism, both to the environment and to communities living in destinations which receive large numbers of tourists. Tourist destinations have taken steps to minimise these negative impacts and have adopted a sustainable approach.

This has led to some tourists choosing specialist travel which focuses on conservation and sustainable tourism. Tourists travelling to take part in some form of conservation work is also becoming more popular.

Responsible travel has a number of objectives. These include:

- aiming to develop long-term relationships with partners overseas so that the benefits of tourism are shared
- working with local partners to increase the skill sets of local people
- ensuring the scale of tourism is appropriate to local conditions and does not damage the environment
- considering economic, environmental and cultural issues when looking at new tourism developments
- aiming to minimise water and atmospheric pollution from tourism developments
- aiming to work closely with all relevant local bodies and authorities to help protect the environment and deliver a long-term benefit for the host community

Exam-style question

Outline the reasons why some tourists want to take part in responsible travel activities.

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Special interests / hobbies / sports

As indicated above, specialist travel involves the person travelling participating in the majority of the time they are away from home, rather than enjoying the activity simply, on a fishing holiday the person concerned spends most of their time fishing, and other people on the holiday will also enjoy spending most of their time fishing, and the group can talk about fishing. The same can be said for any hobby or interest.

Sports tourism can take a number of forms. Many thousands of people travel each year to attend events or sports fixtures such as Premier League football matches. Sports tourists travel overseas to attend one or more matches at FIFA World Cup, an England cricket test match. Additionally, sports tours are organised for participants to play matches against teams from other countries. Again, the main focus of the tour is the particular sport which all of the participants are playing or watching.

Weddings/honeymoons

Couples on honeymoon tend to want to make their time together special and memorable, so they often stay in high quality accommodation and in romantic destinations. They might enjoy a range of activities which might range from a horse-drawn carriage through Central Park in New York to a boat in New Zealand or staying in a cabin in the Maldives.

Having a wedding abroad is becoming increasingly fashionable and easier to organise. As part of the tourism industry, specialist companies have been set up to help customers organise a wedding at a variety of locations.

The important factor in all forms of specialist travel is that those involved are travelling for a common reason and share a common interest, whether it be football, birdwatching or attending a conference. Specialist travel organisations will be able to provide a range of products and services to meet these needs.

Visiting Friends and relatives (VFR)

Visiting friends and relatives (VFR) is a significant part of the tourism industry, but it is not always included in the total contribution it makes to the economy. Unlike holiday tourism, VFR travel is not seasonal. People travel to meet family members for special occasions, such as Christmas, Easter and funerals. Alternatively, they may just visit for a weekend or a short stay. Generally, they are staying with a family member, but it is often the case that on an occasion such as a wedding, they may stay in a hotel.

Domestic, inbound or outbound

The increased availability and decreasing cost of short flights has impacted on VFR travel, making it now easy to travel anywhere in Europe relatively cheaply. At the same time, opportunities to visit different European countries to live and work have also increased. Thus, the amount of VFR travel has increased significantly in recent years. People from European countries have often moved to other European countries. These people may travel back home to visit their families, or family members may move to other European countries. One million UK residents live and work in Europe, and these will also travel home to visit their families.

Long-haul

At the same time, the number of people taking long-haul flights to visit family members has increased. This may involve UK residents travelling outbound or non-UK residents travelling inbound. Long-haul travel tends to be for a longer period of time. People do not want to travel to see relatives for a weekend! It is often the case that for extended periods of long-haul travel, part of the time is spent with the family and other periods spent touring the destination. For example, a couple might spend two weeks with their daughter and family. They could spend two weeks with the family and another two weeks touring Australia. They may also have a stopover in Singapore, Dubai or another suitable location.

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Travelling away from home area or region

Visiting friends can involve couples, individuals, groups or families. In every case, they will travel outside of the area where they live and work. Whatever the composition of the group, they will spend money contributing to the tourism economy. They will spend money travelling, on accommodation, restaurants and they may visit attractions.

Leisure and business travel

The vast majority of VFR travel is for leisure purposes. Family members or groups of friends may travel together and make the necessary arrangements. Only a small proportion of VFR travel is for business purposes. It is not unreasonable for a businessperson to stay with a family member or friend.

Exam-style question

Explain why the volume of VFR travel has increased in recent years.

Patterns of travel are more complex than they initially appear to be. This explains why it is difficult to calculate the precise contribution made by VFR travel to the tourism economy. It is not just the volume of VFR travel and on the amount spent by those travelling.

Day trips - visits that do not involve an overnight stay

It should be clear by now that tourism involves far more than holiday travel. Day trips and attractions take place throughout the year, particularly at weekends and Bank Holidays. Weekends will see long queues of cars trying to reach seaside resorts and popular attractions with large numbers of visitors.

Such visits involve people travelling away from the area where they live and work, contributing to the tourism economy by spending money travelling, paying to enter attractions and on other services and products, such as souvenirs, food and drink.



Visitor attractions

The majority of visitors to attractions are on day trips. They may stay away from home before or after visiting the attraction. Museums, zoos and natural attractions all rely on visitor income. Many fee-paying attractions are particularly busy on Bank Holidays as 'peak' times since these are the most popular and they are able to charge a premium.

It may be that people have only travelled a short distance to the attraction, but nevertheless they have travelled outside of the area where they are contributing to the tourism economy.

Major attractions such as theme parks have developed on-site accommodation to allow visitors to stay overnight and perhaps return a second day at the attraction. Alternatively, visitors may travel to the attraction and turn it into a short break.

Cities for specialist shopping events

Visiting cities for specialist shopping, as opposed to normal household shopping, involves people travelling outside of the area in which they live. As with all tourism, people will travel outside of the area in which they live, spending money travelling and on other tourism services. It is fairly common to combine a specialist shopping trip with a tourist activity, such as visiting an attraction or going to the theatre. Such trips will contribute to the local economy as well as the tourism economy.

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Countryside for relaxation or activities

Day visits to coastal destinations are part of the long tradition of UK tourism. People from industrial towns and cities made day visits to coastal resorts long before other types of tourism became available. In the early days people travelled in extended family groups by rail or bus to enjoy the relaxing sea air. These people often worked long hours in factories or mines and the occasional visit to the coast was their only tourism activity.

Popular coastal destinations developed into resorts, such as Blackpool and Brighton, which remain popular today. Many other seaside towns around the coast of the UK, such as Great Yarmouth, Llandudno and Swanage remain popular. On days, day trippers can enjoy the cooler, fresher air of coastal areas, a swim in the

From the middle of the last century, the private motor car became the main means of undertaking day visits to the coast. This also meant that it became easier to visit the countryside. As the number of families owning motor cars grew, popular areas of the countryside consequently experienced a growing demand for the first time. This led to the establishment of the UK to protect its most attractive and scenic of landscapes.

Today, national parks, areas of outstanding natural beauty and other countryside attract large numbers of day visitors. People taking day trips to the countryside can enjoy a range of activities. Walking remains a popular activity and many long-distance and shorter walks have been developed. A number of land-based and water-based activities are also available.

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A3 - Types of travel and tourism

It is important to understand that travel and tourism organisations need to know what to attract, so that they can develop a suitable range of products and services. This will include transport providers, accommodation providers and attractions. These organisations may also need to consider the customer they may not yet attract, so that they can plan their marketing to attract them. Therefore, it is important to classify travel and tourism customers into different types. Not all customers fit easily into groups and many travellers fit into more than one group.

Individuals and couples, families with a range of ages and structures

Some people enjoy taking part in tourism activities as an individual. They may enjoy taking part in an individual activity such as walking or cycling. As mentioned previously, young people may prefer travelling alone and meet others along the way. Some people, such as widows and divorcees, may travel alone rather than with a partner who has died. Individual adults are less likely to be happy to enjoy their own company in a museum or gallery.

It is sometimes the case that individuals will incur additional travel costs. For example, some accommodation providers and tour operators charge a single occupancy supplement.

Couples range in age from people in their late teens or early twenties to couples in their late sixties. The way in which all couples require the same travel and tourism products and services changes as they grow older. Young couples are more likely to require a range of activities and a more stimulating environment, while older couples would probably prefer a more relaxing environment.

Travel and tourism organisations, in particular accommodation providers and tour operators, need to meet the needs of LGBT couples. Attitudes towards LGBT couples vary from country to country. Understanding and acceptance of the needs of individuals and couples differ from country to country. It is important that they are not discriminated against.

Families vary considerably in terms of size, structure and age. Travel and tourism organisations need to be active in dealing with the needs of a variety of family structures. For example, it may be that a family has only one parent, or two parents of the same gender. Some families travel with three children, while others occasionally with four.

Travel and tourism policies and procedures have had to be adapted in order to meet the needs of differing structures. They do not want to embarrass their customers or fail to comply with relevant legislation. In some cases, attractions have discarded the 'family' ticket in favour of a more flexible combined adult and child admission.

Families with children have differing needs depending on the age of the children.

- Families with children under five and babies will need changing facilities and strollers when visiting an attraction. Transport and accommodation providers will also need to consider the needs of families with babies and small children.
- Families with young children will need child-friendly rides and play equipment. Child-friendly seating is usually available at restaurants.
- Families with teenage children will need more facilities in which children can spend time on their own. Different types of travel and tourism identify different ages at which children are classified as adults. In some cases, adult prices are charged from the age of 12 upwards. It is important that all travel and tourism organisations ensure that they abide by relevant legislation and safeguard those classified as children, even if they have been charged the same price as an adult. This may apply to transport providers, such as airlines, which charge the same price for a seat whether it is occupied by an adult or a child.

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Groups, educational, senior citizens, special interest

People travel as a group for a wide variety of reasons. Groups may vary in size from travelling in a minibus to any number travelling in one or more coaches. Whatever there is usually a common interest among members of the group. This could be as a coach party of pensioners on a day trip to an attraction or a group of football fans.

In all of these cases, members of the group have to generally agree to the itinerary set out and be at the right place at the stated time. If the trip involves an overnight stay, they have to accept the standard of accommodation, the times of meals, the itinerary, etc. Unlike a family group or a couple, members of a group cannot follow their own agenda, they are obliged to fit in with others.

Corporate travel

As mentioned previously, it is a fallacy that business travellers travel business class hotels, although many do. Generally, business travellers travel on their own and this is not always the case. Compared to leisure travel, more business travel is booked in advance, business travellers might need to travel to

Some large organisations will still make use of specialist business travel agents and increasingly, online booking has allowed business travellers to make their own arrangements with a convenient provider.

Many companies will have a policy in relation to what an employee is entitled to. For example, they may be given a spending limit for the cost of accommodation or might be allowed to stay away from home if they would have to spend two hours or more. They might be allowed to fly business class if the flight is over a specified duration.

Customers with specific requirements - language / culture / specific requirements

Throughout the world, travel and tourism organisations have become increasingly aware of customers with specific requirements and have developed appropriate strategies to meet these requirements. For example, customers who require food may be vegan or vegetarian; they may not be able to eat particular foods or eat at a particular time of day. They are more aware of food intolerances and food allergies, so will often provide gluten-free options. They clearly indicate when food contains allergens, such as nuts.

Travel and tourism organisations have had to react to a more multicultural customer base and provide translations of important information into the languages of the countries of customers' origin. It is not feasible for information to be translated into every major European language, and increasingly Chinese and other Asian languages, so organisations which are visited by people from a range of cultures can provide oral commentary through headphones or increasingly through a smartphone.

In the UK, there has been a range of legislation passed which makes it illegal for organisations to discriminate against people with a physical, mental, hearing or mobility disability or any other disability. The Equality Act 2010 legally protects people from discrimination in the workplace and in wider society. It replaced previous anti-discrimination laws with a single act, making the law easier to understand and strengthening protection in some areas.

Thus, travel and tourism organisations operating within the UK have to ensure that they comply with the Equalities Act and do not discriminate against their customers or employees on the grounds of a disability. Such as cultural and natural attractions, are exempt from sections of the act so long as they attempt to comply with the act. For example, a wheelchair-bound person is unlikely to be able to visit a part of a medieval castle or the entire length of a coastal path.

However, at the same time, many organisations are undertaking projects to make their attractions accessible to people with specific needs. This may involve improving some paths in national parks to make them more accessible, such as in Snowdonia National Park.

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B: The types of travel and tourism organisations and the products and services they offer



B1 - Ownership and operating

There are many different types of travel and tourism organisations, operating at an international scale, ranging from a B & B offering two rooms to a multinational corporation.

Traditionally, it has been usual to identify travel and tourism organisations as being in the *voluntary* sector. However, it is increasingly the case that many organisations operate in the private sector.

Private sector organisations

The majority of private travel and tourism organisations are in business to make a profit and are identified as being 'commercial' organisations and they are by definition involved in profitable ventures. As the principal aim, private organisations will also have other aims, such as improving the image of the organisation.

British Airways, Virgin Atlantic and P&O are examples of the largest travel and tourism organisations in the private sector. Managers in these companies have to regularly make decisions in relation to a certain type of aircraft or order a new cruise liner.

Different types of private travel and tourism organisations can be identified. These are:

Sole traders. These are travel and tourism businesses owned by one person, who is responsible for all aspects of operating the business. However, they have what is known as 'unlimited liability', which means that if the business fails, the sole trader must sell assets such as their property to pay off debts. Examples of sole traders in the travel and tourism industry include B & Bs, small cafes and restaurants, small attractions and activity providers.

Partnerships. As the name suggests, a partnership is a business owned by two or more people to share the responsibility and workload, but more people to share the profits. However, they have unlimited liability, and so complications may occur if the business runs into trouble. Many partnerships are also small or medium-sized enterprises (SMEs). Examples include hotels which are not part of a chain, and some travel agencies and attractions.

Private limited companies. These organisations have 'Ltd' after their name and are owned by a group of people who have bought shares in the company. They may be family businesses or small businesses, or a larger organisation operating at the national scale, such as a coach company. The main advantage of these companies is that the shareholders have a limited liability. However, these organisations have more formalities to consider and are required to submit accounts and pay corporation tax.

Public limited companies. These are the largest organisations in the travel and tourism industry, with turnover in millions of pounds. Shares in these companies can be bought and sold on the stock exchange, with shares being bought and sold by the public or other organisations. They are required to publish their accounts annually, but because of their size and structure they can exploit many market opportunities. Examples include Hilton Hotels, easyJet and British Airways.

The largest commercial travel and tourism organisations, such as Disney, operate internationally and have interests in a number of countries. In the UK, Alton Towers, Thorpe Park and Madame Tussauds are all owned by the same company – Merlin Entertainments, which operates throughout the world.

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Public sector organisations

As the name suggests, these organisations are funded by local or national government to provide a service rather than make a profit. These services include providing information to visitors, a tourist information centre funded by a local council. Another example would be a national park managing a protected area and receiving a grant from central government. Both of these provide products and services to provide additional income, but this would not be their main aim.

In the UK there are a number of publicly funded bodies which work in a number of areas of the tourism industry. These include the Arts Council, English Heritage and the National Trust. They fund tourism-related projects.

Perhaps the most significant public sector organisation is Visit Britain, which not only attracts tourists from overseas but also provides a range of services to support the travel industry. Similarly, VisitEngland, Visit Wales, Tourism Scotland and VisitScotland all aim to promote the tourism of their countries of the UK.



Exam-style question

Using examples, outline the roles of public sector travel and tourism organisations.

Voluntary sector organisations

A number of attractions in the UK are managed by voluntary sector organisations. One of these is the National Trust. This organisation protects historic buildings, gardens and landscapes, opening them up to the public as visitor attractions. The National Trust and similar organisations are charities and rely on grants and donations as well as membership fees for their income. Unlike public and private sector organisations, voluntary sector organisations, their main aim is not to make a profit but they will sell products to supplement their income. Unlike public and private sector organisations, voluntary sector organisations rely much more on the work of volunteers rather than paid employees.

Many small tourist attractions within the UK operate as voluntary sector organisations. Examples include heritage railways, other industrial attractions and many small museums.

Research activity

Investigate the website of the National Trust.

Summarise the aims and objectives of the organisation.

Does anything stand out as different from a purely commercial business website?

Do you notice anything about the tone of voice?

How might this differ for a private or public sector organisation?



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B2 – The key sectors of the travel and tourism industry, the components of their role, and the products and services they offer to different types of customers

Before proceeding, it is important to appreciate that the word ‘sector’ refers to an organisation operating within the wider economy as well as the different parts or components of an industry. For example, British Airways is a private sector organisation operating within the UK travel and tourism industry.

The key sectors of the UK travel and tourism industry are:

- Transport principals
- Transport hubs and gateways
- Tour operators
- Travel agents
- Visitor attractions
- Accommodation
- Trade associations
- Information and promotional service providers

Each sector of the travel and tourism industry includes a range of organisations operating at national and international scale.

In all of the key sectors of the UK travel and tourism industry organisations provide services which may be tangible or intangible.

An intangible product or service is something which can be experienced but cannot be taken away. Conversely, a tangible product is something which can be retained. A park is intangible – you pay for the experience. A souvenir mug or key ring is tangible.

There are other important features about many of the products and services of the travel and tourism industry. For example, many of the products are described as being perishable. For example, a flight once the flight has taken off, so that product perishes, as would an unsold room in a hotel. Also, some products are said to be non-standardised, because different customers experience different products from the same product.

Transport principals

These are generally large, private sector organisations which operate services which enable people to travel from one place to another.

Air travel

Air travel has altered dramatically in the last 50 years or so as legislation has allowed competition between airlines. New technology has made it easier for customers to book flights, and most flights are now booked for customers by travel agents – that is not the case in the past.

Traditional, established ‘flag-carrying’ airlines, such as British Airways, Aer Lingus and KLM, have been operating since the Second World War. These could also be described as ‘full-service’ airlines, as they are provided with free refreshments, even on short-haul flights.

‘Open skies’ legislation in Europe and in other regions of the world allowed new airlines to compete with the established carriers. These airlines, such as easyJet and Ryanair, took advantage of new technologies which allowed the public to book flights directly with the airline, rather than through a travel agent. These airlines were called ‘budget’ or ‘no frills’ because they did not provide refreshments, luggage carried in the hold, offered ‘free’ seating (tax only tickets) and so on.

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By minimising costs as much as possible – for example, only operating one type of aircraft – budget airlines can offer flights to the public far cheaper than they were on traditional airlines. Also, clever marketing, ‘free flights’, as well as easy-to-navigate websites and booking systems, helped to boost their popularity.

Ryanair and easyJet have been tremendously successful and now carry millions of passengers. They have a network of routes throughout Europe and fly between hundreds of destinations, providing an opportunity of air travel to millions of people who could not afford to travel by air before.

In order to compete with the ‘budget’ carriers, traditional airlines have had to reduce costs wherever possible. For example, it is now less common for passengers in economy class to be offered complimentary meals on short-haul flights – unless they pay for them – and it is often the case that passengers are required to book a specific seat.

Budget airlines have been far less successful in offering long-haul flights to the US. Traditional airlines have entered the market but have been unsuccessful. Most passengers prefer the comfort and entertainment offered by airlines such as British Airways and Virgin Atlantic if they can afford it or more on a charter flight.

Both the ‘traditional’ and ‘budget’ airlines are scheduled airlines. That is to say, they fly on a fixed timetable, up to a year in advance and have to sell seats on the flights to make a profit. They fly on time, or at its scheduled time, even if half of the seats are unsold.

Conversely, charter flights involve a company, often a tour operator, ‘renting’ an aircraft to fly its customers to a holiday destination. It is the responsibility of the tour operator to sell all of the seats on the plane, rather than the responsibility of the airline. Charter flights are less common than they used to be because the large tour operators, such as TUI, now own and operate their own aircraft.

Research

Investigate the different airlines to obtain information on passenger numbers and the services offered by each airline.

Analyse and compare the data to notice any trends.

Sea travel

Travellers have used ferries to cross bodies of water for hundreds of years. Within the UK, there are a number of ferry routes which have been in operation for a long time, providing a link between the islands of the British Isles. Ferries to the Isle of Wight or the Isle of Man have been in operation for centuries. Ferries to the Scottish islands to become important destinations for domestic tourists in the past, and air travel to the Scottish islands has been in place for some time. Similarly, ferries helped to make the Channel Islands and Guernsey become established destinations before the days of cheap air travel and the advent of the motor car.

Equally important are the ferry links between Britain and the island of Ireland. There are a number of small and medium-sized commercial companies, with a published time table. The crossings are more expensive than at off-peak times.

Perhaps the most important ferries at the present time are those which operate across the English Channel. The shortest route, between Dover and Calais, is operated by the Dover Harbour Ferry. The crossing takes about one hour and a quarter. The longer crossings between Portsmouth and French ports such as Le Havre, Caen and St Malo are operated by Brittany Ferries. Brittany Ferries offers overnight ferries with accommodation in cabins.

Cross-channel ferries offer a range of services, such as shopping and a choice of restaurants. Some crossings may offer cinema screenings and live entertainment.

In recent years the Dover–Calais route has faced fierce competition from both the ‘budget’ airlines which offer cheap flights to popular destinations such as Paris. However, the ferry still identifies with the advantages of being able to take their car to Europe and enjoy a holiday.

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There has been a significant growth in cruise holidays over the last two decades. It has become as a luxury holiday beyond the means of many ordinary people. The image was of passengers wining and dining each evening. Many cruise companies now offer a product where there is less of a requirement to 'dress for dinner', although this option is still available.

The growth in cruise holidays has been partly brought about by marine technology allowing bigger cruise liners to be constructed. The largest ships can now carry several thousand passengers. The increased size of cruise ships has resulted in passengers being provided with an excellent experience on board, with a range of eating options and entertainment available.

One of the advantages of cruise holidays is that they provide tourists with the opportunity to visit several destinations during one holiday. Nearly every cruise itinerary provides passengers with shore-based excursions by coach or other means to explore the destination in which they are visiting.

UK tourists have the choice of embarking on a cruise ship at a port relatively close to home. Southampton, Liverpool and Tilbury are the most popular ports. Alternatively, they can opt for a wider range of ports where they can join the cruise.

Popular cruise destinations include the Mediterranean, the Caribbean and the North Atlantic. Alaska, India and the Far East are also becoming increasingly popular.

Investment in the development of new cruise liners means that only very large companies can compete in the market. For example, cruises are now offered by Disney and Virgin. These companies compete with established companies such as P&O and Cunard which have an international reputation.

Exam-style question

Explain why taking a cruise holiday has become increasingly popular with UK tourists.

Road

The development of the motorway network in the UK since the 1950s and other improvements, such as the Severn Bridge between England and Wales, has greatly improved the accessibility of many parts of the UK. Each year, many millions of road journeys are made using different types of road transport. However, despite the ever-increasing road network, delays are still an issue at peak times.

The most popular form of road transport favoured by tourists is private car. This is favoured by tourists by giving them the option of deciding when to travel, by what route and how long to stay. Generally, tourists travelling by private car can transport more luggage than if they were to travel by public transport. Additionally, when they have arrived at their destination, a private car can be used within the area.

Hiring a car is an option considered by many tourists. Many airlines offer the option of hiring a car at the same time as flights are booked, creating a package holiday. This option is called a 'package holiday'. Travelling by car to relatively 'safe' destinations in Europe and North America may give tourists more flexibility as to where to visit, especially if they are visiting areas outside of the main tourist areas.

For example, tourists visiting New York for a few days would probably not hire a car as they would have to travel through New England and a hire car is a good option. Similarly, overseas tourists visiting to explore Scotland or South West England may well choose to hire a car.

The car hire market is dominated by major international companies such as Hertz, Avis and Europcar. Hire facilities are located at nearly all airports and other transport hubs.

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There are several forms of coach travel within the UK. National Express provides services between major cities and some airports, and a cheaper alternative called Megabus is also available. Megabus is an option for tourists travelling on a tight budget who might not be able to afford the services of the operators. Coach travel tends to be slower than rail travel, and schedules are more affected by traffic congestion and delays on major roads and motorways. Other coach companies operate services to major airports such as Gatwick and Heathrow. Also, services such as the 'Oxford Tube' operate between the city of Oxford and London.

Coach travel is a popular option for groups wishing to travel to sporting and other events. It is suitable for groups of between 10 and 50 or so passengers, and in the same way a charter coach hiring the coach has the responsibility of filling the coach.

Many coach companies also act as tour operators. In the past, this was one of the main functions of the industry, with coaches taking groups of tourists to popular destinations for a short period. These services are available with Christmas markets, 'Tinsel and Turkey' and Blackpool Illuminations tours.

Buses are generally provided for the local population than they are for tourists. Tourists usually choose to use the bus network to travel within a city. Specialised tourist buses are also available. These vehicles, often open-topped, follow a set route between the main attractions. Some offer a 'hop-on hop-off' ticket system which allows tourists to stop off where they want. Some buses usually provide a commentary in various languages, with passengers being provided with headphones.

Some countryside areas, in particular national parks, have introduced bus networks to provide local travel around the destination, to discourage the use of private cars. Several 'green buses' are used in UK national parks, often running on alternative types of fuel to reduce environmental impact.

Taxis are an expensive form of road transport, but are convenient and safe, especially for those unfamiliar with the destination. A distinction should be made between traditional taxis, which are stopped or 'hailed' by people on the street with the driver obliged to take them to the destination, and hire vehicles, which need to be pre-booked beforehand. More recently, Uber has introduced a ride-sharing based option which is now available in many cities.

Rail

The UK rail industry is dominated by commercial organisations; some of these operate the trains, some operate the stations, and another maintains the track. Companies bid to operate services in different regions, known as 'franchise' – South West Railways, Great Western Railways and Thameslink are examples.

Rail travel provides a fast and generally efficient service between city centres and the countryside. Intercity rail travel can be expensive at peak times, but off-peak fares allows people who do not need to travel at peak times to travel relatively cheaply. Most cities have at least one major railway station in which both intercity and local and suburban services are used more by commuters and the local population.

In 1994 the Eurostar service brought about the introduction of high-speed trains running directly between London and Paris using the newly opened Channel Tunnel. Once the service moved from Waterloo to St Pancras station, using newly-laid track, trains could run between London and Paris in less than two hours. The Eurostar service is now available to other cities such as Brussels and Amsterdam. By changing trains at stations in Europe, passengers can travel across the European high-speed network. The Eurostar service was originally identified as HS1. HS2 and HS3 are planned developments to link additional cities in the UK to the high-speed network.

In recent years, a number of heritage railway lines have been established in the UK. Examples include the Swanage Railway, The Watercress Line and the Bluebell Railway. These railways operate as voluntary organisations, run by railway enthusiasts who have renovated disused railway lines and steam locomotives to provide a scheduled service which acts as a tourist attraction.

Find out more about HS2 and HS3. Can you operate a current HS2? How about the over...

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Transport hubs and gateways

Transport hubs are facilities where passengers board or join their chosen method of transport to another. You can't just stop a train at any point along its route! Gateways are identified as those places where inbound tourists can enter a country. Major airports such as Gatwick and Heathrow would be classified both as hubs and gateways. If you arrive at Gatwick Airport by plane then use the Gatwick Express rail service to get to London.

Airports

Major international airports, such as Heathrow, Manchester and Birmingham, are complex organisations. Essentially, airports make money by charging airlines to use their facilities. Airports are charged by the airport each time an airline lands an aircraft. Additional fees may be charged for aircraft for a period of time, providing an airbridge to allow passengers to board or disembark. This is a simple explanation of what might be very complex agreements between the airport and airlines.

Airports also generate income by allowing retail and food and beverage companies to operate in terminal buildings. When a passenger has checked in, they can spend time before the flight in food and drink shops.

International airports also provide customs and immigration facilities. Inbound passengers pass through immigration and identify themselves through their passports. Passengers from different countries will be faced with different processes according to the arrangements with the governments of the countries involved. Customs checks are made on the goods and baggage rather than on the individual. Additionally, all airports need to provide adequate facilities for passengers before they board their flight, which requires passports to be checked.

New technology has enabled many of the processes involved in passing through an airport. For example, self-check-in is now increasingly available, and iris recognition has speeded up the process.

Heathrow and Gatwick are among the busiest airports in the world, with Gatwick airport operating with one runway. Airports serving most major European cities have two runways. A third runway is being proposed at Heathrow, despite potentially huge impacts. Major airports have significant impacts on the areas in which they are located, creating jobs, but cause congestion through the thousands of passengers who need to travel to and from the airport, as causing environmental pollution.

Rail and coach stations

The majority of rail and coach stations do not deal with international travel so they do not have customs and immigration facilities. Train and coach stations provide facilities for passengers to rest during their journey if they have not already done so, as well as catering and other services. It is also important for train and coach stations (as well as airports) to provide information for passengers regarding the times of arriving and departing services and platform numbers.

Ferry and cruise ports

Many passengers passing through ferry and cruise ports are travelling internationally, and therefore, they pass through customs and immigration checks. This will vary according to the type of port visited and the type of travel. For example, families travelling to France in cars travelling by ferry will have to show their passports together with their ferry tickets.

Ferry ports must provide facilities for large ships to enter and leave the port safely. Roll-on/roll-off (ro-ro) ferries will need to turn around in little more than an hour. Cruise ships need deep water terminals to allow some of the largest vessels in the world to dock.

Both types of port need to provide facilities for passengers before they board the ship. For example, in cars parked on the quayside ready to board a cross-channel ferry, or passengers waiting for a train.

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cruise. Most ferry ports do not only handle passengers; most ports such as Dover carrying freight pass through the port each day. Managing the effective movement of freight is one of the major challenges for ferry ports.

Tour operators

The role of a tour operator is to assemble the basic 'ingredients' of a holiday and either directly or through a travel agent. By combining two elements of holidays, accommodation, the tour operator creates a package holiday, sold for a single price.

The simplest example is the combination of a flight and a stay at a hotel, but there are many other elements such as transfers, car hire, excursions and so on which can form part of the package.

The growth of package holidays, provided by tour operators and sold through travel agents, has been a key element in the growth of the UK tourism industry since the 1950s. Obviously, most tour operators have not been able to sell their products directly to the public, but rather through travel agents. Also, many tour operators now operate their own airlines.

One of the most important aspects of buying package holidays for customers is that it is often easier and more convenient to buy the package than book the individual items separately. Since the 1990s, consumer protection legislation has developed to protect customers if the tour operator goes bankrupt. Those customers booking flights and accommodation separately do not have the same protection.

Another feature of package holidays sold by major tour operators was, and often is, the presence of tour operators' representatives in most of the destinations to which they offer packages. Representatives provide advice to customers while on holiday; they may sell excursions and provide information about local experiences.

Mass-market

In recent years, the UK has seen the emergence of two major companies which now dominate the mass-market holiday industry: TUI and, until recently, Thomas Cook. Both companies operate their own airlines and offer a wide range of holiday packages to meet the needs of different markets, such as:

- Families
- Singles
- All-inclusive
- Luxury
- Last-minute

Mass-market package holidays provided by large tour operators such as TUI and Thomas Cook have provided thousands of UK holidaymakers each year. They are identified as being mass-market because they operate on relatively low margins and make a small profit on each holiday sold. But, by selling thousands of holidays a year, they are able to buy in bulk and keep costs low, making them profitable. However, over the last 40 years or so, a number of tour operators have gone bankrupt, and many of them had become unprofitable.

Mass-market tour operators predominantly sell package holidays to the most popular destinations, such as the Mediterranean, Florida and the Caribbean. As the package holiday industry developed over the second half of the twentieth century, customers began to be more selective and started to look for more than the standard type of package offered by major tour operators in a wider range of destinations.

Thus, in the last 20 years or so, there has been a dramatic growth in the number and range of small tour operators which offer different products from the large, mass-market companies.

Research

Investigate the range of package holidays offered by different tour operators. List similarities and differences between packages. Write a report on the holidays offered by different tour operators, planning a trip.

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Special interest

Special interest operators provide package holidays which focus on a particular activity such as birdwatching or wine tasting. For example, there are a number of operators offering tours of battlefields. These tours focus on visits to battlefields and cemeteries and include transport, often by coach, is provided, and so is accommodation. So, these tours

Niche

These tour operators specialise in a specific destination or for a specific interest group. They focus on aspects of ecotourism and will work with local communities far more than mass-market operators.

Luxury

As the name suggests, luxury tour operators provide holidays for those customers who want to travel in first class and stay in the best hotels. Such customers will expect to be pampered and receive excellent service. Tour operators offering such holidays will need to carefully select their destinations and services to meet the specific requirements of the customers. They will also need to select destinations which can receive the large numbers of tourists which visit mass-market destinations.

Tailor-made holidays

Tailor-made holidays are more likely to be provided by a travel agent than a tour operator. They are developed to meet the individual precise needs of the customer. The customer chooses the destinations and attractions to be visited, the length of stay at each destination, the type of accommodation and so on. A specific itinerary matching the needs of the customer will then be prepared. This is more expensive than a standard package holiday.

Exam-style question

Assess the importance of tour operators in the development of the UK travel industry.

Dynamic packaging

Traditionally, package holidays were sold by travel agents through brochures providing details of the accommodation available and flight schedules. For example, a holiday might be available on a Saturday and a Tuesday. Holidays would be for 7 or 10 days and customers had no flexibility in their choice of flight dates or accommodation.

Technological developments have enabled customers to build their own package holiday from a brochure. The tour operator's website allows customers to choose the destination, the type of accommodation they would like to stay in as well as the board basis. The total cost is calculated. This is one aspect of dynamic packaging and is essentially the process of building their own package rather than purchasing a predefined package. Also, before the Internet, travel agents had to publish prices of holidays in printed brochures and these prices were fixed. Now, they can change prices of holidays on their websites in response to changing demand. For example, a holiday which is not selling well can be reduced in price.

Travel agents

It is important to appreciate the significance of technological developments relating to travel arrangements and booking tickets. Before the development of the Internet, it was difficult to make online bookings for holidays and other travel products, and so they were often made through travel agents.

Before the advent of online bookings, tour operators produced brochures featuring details of package holidays. Customers visited travel agents to collect brochures and then would select a holiday from a brochure, often with advice from the travel agent. The agent would then make the booking and make a charge for their services, called a commission.

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By no means all tourists can, or want to, make their travel arrangements or book still a call for the wide range of products and services offered by travel agents. The

- Providing expert advice and guidance, perhaps to people who have not visited the past, or who may be choosing which destination to visit
- Booking transport and package holidays
- Providing brochures offering package holidays provided by tour operators
- Developing tailor-made holidays for individual customers
- Making accommodation bookings
- Booking all types of travel, such as flights, rail, coach or ferries
- Booking cruise holidays
- Selling travel insurance
- Providing foreign exchange facilities
- Helping customers with passport and visa applications
- Providing health advice to travellers

Retail or high street

In the past, a large number of travel agencies could be found on the high street. These agencies, which operate in a single outlet, as well as multiple agencies where an agent has agencies, perhaps across a major city.

Franchised

A relatively new development is that of franchised travel agents, such as Travel City. These agents to work from home, making bookings for customers who call by telephone. The information provided by the organisations which they can use to make bookings for a commission for the service provided.

Call centres

Similarly, travel arrangements and holiday bookings can still be made by contacting a travel agent. A travel agent is taking calls from customers, responding to their enquiries and making bookings. In a travel agent, call centre agents are paid a salary and may receive a commission on bookings. For tour operators, some travel agents specialise in specific products. They will have a dedicated agent for a destination or a specific type of holiday. For example, there are agencies which specialise in travel to Lourdes.

Business-specific

By no means all travel agents deal with the public. Some travel agents specialise in dealing with businesses. In the past, most business travellers would have used business travel agents for their arrangements. Today, the vast majority of business travellers can make their own arrangements online. However, it is often the case that companies may need to make travel arrangements for their employees. In this case, they will use the services of a business travel agent. These agents make bookings for business travellers attending conferences and conventions.

Online only

Lastly, there has been a significant growth in the importance of online travel agents. Companies like Expedia and Opodo. These organisations can access the global distribution network of airlines, hotels, car hire companies and other providers to allow customers to book their own package holidays and other travel arrangements.

Exam-style question

Assess the impact of the development of the Internet and online bookings on the travel industry.

The impact on travel agents of the advent of the Internet and online travel booking has been significant. Travel agents have had to specialise and provide services and support not available online.

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more and more tourists become comfortable with making online bookings and using services, the future of the travel agent is far from certain.

Visitor attractions

The vast majority of tourists visit at least one attraction when they travel away from home. Attractions provided within a tourism destination will have a great impact on the experience of tourists visiting a destination. Attractions provide a range of services, such as education, entertainment and excitement.

Natural areas

Tourists enjoy the scenery of hills, mountains, countryside and coastal areas. The opportunities for relaxation and adventure activities provided by visits to natural attractions are a major reason why most important natural areas have been designated as national parks. This designation protects the area from development and provides opportunities for leisure and recreation.

National parks in the UK include the Lake District, the Peak District, the South Downs and the Dorset Coast. Tourists visiting national parks enjoy walking in and touring the area as well as participating in activities such as climbing and mountain-biking. Tourist accommodation is provided in the form of campsites and caravan parks.

Other protected natural areas, known as Areas of Outstanding Natural Beauty, also attract tourists and tourism activities.

Natural features

Natural landscape features have always attracted tourists, and there is a wide range of such features within the British Isles. Many of these are free but some charge an entry fee. Many also offer other activities and other services.

- **Beaches** – provide the opportunity for tourists to relax by the seaside and to enjoy water sports. Many coastal resorts, such as Blackpool and Bournemouth, have developed their reputation around their beaches. Many spectacular beaches can be found around the coast of the British Isles.
- **Caves** – such as Cheddar Caves in Somerset or Blue John Cavern in the Peak District, provide a unique underground experience. Most caves charge an entry fee.
- **Cliffs** – often provide picturesque views over the sea and are often accessed by foot. Examples include the cliffs of West Cornwall, associated with the *Poldark* television series, and the iconic cliffs of Dover.
- **Mountains and hills** – ranges of hills, such as the Cotswolds or North York Moors, provide a range of opportunities, such as walking and mountain-biking. Individual mountains, such as Ben Nevis in the Lake District or Mount Snowdon in North Wales, provide a challenge to those tourists who wish to reach the summit.
- **Waterfalls** – often add to the scenic value of an area. Examples include Angel Falls in Mid Wales and High Force in County Durham.
- **Islands** – most islands provide a range of leisure activities. Ferry journeys to and from islands can be a major part of their appeal. Many islands around the coast of Britain have a unique feature which attracts tourists, such as the castles on the Isle of Wight or the castle on Lindisfarne.
- **Forests** – provide opportunities for walking, cycling and similar activities. Kielder Forest in the north of England and the Forest of Dean are two examples.

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Purpose-built or man-made

The majority of modern built attractions are primarily private sector developments providing entertainment in the form of rides and shows.

The major theme parks in the UK include Alton Towers and Thorpe Park. It may take a day to experience all of the rides and other facilities within the park. In addition to these, there are a number of smaller parks such as Flambards in Cornwall, Flamingo Land in North Yorkshire, Legoland in Windsor and Paultons in Hampshire. Other parks cater for younger children and do not offer the 'thrill-seeking' rides.

Most UK theme parks are open from Easter until late October, with Halloween events in between. The winter months are too cold for visitors to enjoy theme parks, especially when it rains.

The larger theme parks in the UK are owned by multinational companies which can afford the large amounts of money required to build new rides. Regular customers expect new rides to be put in place in order for them to return often.

Art galleries have been built in major cities to allow ordinary people to view and appreciate a range of art. In the UK, the major art galleries, such as the National Gallery and Tate Modern, are free to enter.

Whereas art galleries generally contain paintings, sculptures, etc. created for art's sake, museums consist of artefacts and objects from the past which aim to educate visitors about a certain period of history or a community which lived in a particular location or at a particular time. Most major museums, such as the Natural History Museum and the V&A Museum, are free to enter, but other museums charge.

A fairly recent development is that of the 'living museum', where an important site is 'brought to life' by employees posing as characters from the past to explain to customers the history of the site as it operated in its heyday. The Black Country Museum and Blists Hill at Ironbridge in Staffordshire are examples of this type of museum. There are a number of other examples, all of which focus heavily on the history of the site and interpretation of what the site was like in the past and the lives of people who lived there.

There are many man-made or purpose-built attractions in the UK which do not fit into the categories above. For example, zoos are charging attractions which allow visitors to see a range of animals while at the same time being involved in a range of conservation projects. Sea life centres provide a similar experience.

Madame Tussauds and the London Dungeons are purpose-built attractions, as are the Blackpool Tower and Piers, which have been constructed out from the beach into the sea. These are all purpose-built attractions as well. It is difficult to identify the full range of built attractions in the UK who visit UK destinations.

Historical or heritage

Within the UK there are hundreds, if not thousands, of buildings and other structures which were built as attractions but have become part of the heritage over time. For example, the iconic Stonehenge in Wiltshire would appear to have been built as some form of temple, although its purpose is still debated. Today, Stonehenge is one of the most-visited attractions in the UK and a World Heritage Site.

Historic buildings have become important attractions because of their connection to the culture and heritage of the UK. This helps attract many inbound tourists to the UK each year.

- **Castles** were mostly built as fortifications to protect the inhabitants from invaders at times of war. Today, many castles are open to the public to show people how the original inhabitants lived. Windsor Castle, Cardiff Castle, Edinburgh Castle, Warwick Castle and Durham Castle are just some examples.

Research

Investigate the customer experience at museums or galleries.

What attractions or museums are there in your area? How do these differ from others?

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- **Walls and ruins** are the remains of historic buildings which have been destroyed or disrepair. For example, Fishbourne Roman Palace in Sussex focuses on the remains of a Roman building. Corfe Castle in Dorset and Tintern Abbey in Monmouthshire attract many visitors each year. Cities built during Roman times such as York and Chester have original city walls, and Hadrian's Wall in the North of England is a major attraction.
- **Towers and monuments** have been built throughout history to acknowledge a person or to celebrate victories in famous battles. Nelson's Column in Trafalgar Square, for example, as is the National Wallace Monument in Scotland, the top of which can be reached by spiral steps. Modern construction techniques have allowed a new generation of towers, such as the Spinnaker Tower in Portsmouth and the Shard in Central London.
- **Religious buildings** have become major attractions within many British cities as centres of worship and iconic attractions. Examples include York Minster, Westminster Abbey, St Paul's Cathedral and Coventry Cathedral, which was rebuilt after being destroyed in the Second World War.
- **Historic houses** are found throughout the UK. These were generally built by wealthy families in countryside areas and are known as 'stately homes'. Many of these are owned by the National Trust, which aims to preserve the buildings and their contents as well as manage the surrounding lands. Historic houses are popular attractions for UK residents as well as for visitors.
- **Palaces** are grand buildings generally built by kings and queens in the past. Buckingham Palace is the most famous, along with Hampton Court Palace and Blenheim Palace in Oxfordshire.

To a certain extent, names such as 'palace', 'house', 'manor' and 'castle' are interchangeable. Many important historic buildings which have become visitor attractions. The majority of these provide information about the former inhabitants and offer educational sessions. Many also have gift shops and provide cafes and other catering facilities. Some can be hired for functions.

The organisations which manage these buildings are heavily involved in conservation and work to maintain and preserve the fabric of the buildings and the grounds in which they are situated.

Research

Investigate the range of historic buildings provided by a major attraction such as Warwick Castle or Hampton Court Palace.

Sports

Large, modern sports stadiums have become attractions in their own right. Tourists and supporters, find a visit to a major stadium to watch a sporting event appealing. For visitors to the UK from Australia, New Zealand or India would relish the opportunity of spending time watching their team play England. Many sports fans visiting the UK from different countries are attracted to the atmosphere at venues such as the Principality Stadium in Cardiff, Old Trafford in Manchester or Wembley Stadium in London, if they can get a ticket. Specialist companies, operating in a similar way to travel agents, offer packages including tickets, hospitality and sometimes accommodation, generally for a weekend.

Most major stadiums now offer tours on days when the facility is not being used for a match. This is a popular option for many sports enthusiasts, who can at least sample some of the facilities, such as the dressing rooms, and walking on to the pitch.

Special events

Events have become increasingly important visitor attractions since the second half of the 20th century. A good example of a special event is the Blackpool Illuminations, which attract many visitors to the town in autumn, thus extending the tourist season and generating additional income for the local economy. Other major free rock concerts held in the Isle of Wight, Glastonbury and Hyde Park set the scene for an established series of music events which now take place annually throughout the UK.

- **Markets**, such as those held regularly – for example, Camden Market – attract visitors to experience the local culture of the particular area. Recently, a number of towns and cities have created temporary markets where an area within the destination becomes a temporary 'pop-up' market, attracting additional tourists into the destination.
- As indicated above, **music and other festivals** now occur throughout the UK. Examples include the Edinburgh Festival and Fringe attracting large numbers of visitors to the city of Edinburgh.

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Festival and the Hay Literary Festival are just two examples of relatively small events. Visitor numbers have increased dramatically because of the festivals which attract many tourists.

- **Parades** vary from Trooping the Colour to the Notting Hill Carnival, which includes many different types of parades. These have now become established in several British cities.
- **Exhibitions and trade shows** are held throughout the year at venues such as the NEC in Birmingham and Excel in London. These attract members of the public with exhibitions being shown, as well as businesses from within the relevant industry. Examples include the Royal Horticultural Society's Chelsea Flower Show, the London Motor Show and the Ideal Home Show. The Ideal Home Show and the Southampton Boat Show are two examples of trade shows and exhibitions which attract many tourists.

Exam-style question

Outline the range of natural and built attractions found within the UK.

Accommodation

One element of the definition of tourism is that tourists stay away from home for a period of time. It is not strictly true that all tourists stay in accommodation. Some day visitors also make a contribution to the tourism economy. However, it is true that the majority of leisure and business tourists will need to stay in some form of accommodation. There is a tremendous range of accommodation available to tourists, from suites in the most expensive hotels to a room purchased for a few pounds.

One way of subdividing the range of accommodation which is available is to distinguish between catered or self-catered accommodation.

Catered accommodation

As the name suggests, in catered accommodation food and drinks are available for the tourist. This does not mean that the customer or guest has to have their meals in the hotel. Even relatively small hotels will offer a room only rate, where the tourist only pays for the room and is free to eat and drink elsewhere. However, bed and breakfast rates as well as half board (dinner, bed and breakfast) and full board (dinner, breakfast and lunch) options are also available. Tourists staying in the same hotel for a week or more might choose a room-only option; a business person who has a busy schedule might choose a room-only option.

Hotels

Many chain hotels in the UK, such as Holiday Inn, Hilton and Novotel, rely heavily on business tourists during the week. Some hotels focus more on the leisure tourist market and offer a range of facilities to attract them.

Most hotels offer a range of services to their guests. These may include:

- Reception – where guests check in or out and are handed their room keys
- Restaurant and bar – serving food and drinks
- Housekeeping – responsible for making beds and cleaning rooms
- Leisure facilities – such as a gym, swimming pool. Some hotels also have a spa. These facilities are available to members of the public.
- Conference and business facilities – larger hotels will have a range of rooms and facilities for different sized groups for meeting and conferences
- Entertainment – in hotels mainly catering for holidaymakers, entertainment facilities are available
- Spa and leisure facilities – either inclusive or additional to the base rate
- Golf courses and memberships – in golf resort specialist hotels

Most countries operate a star-rating system for hotels, with five-star generally accepted as the highest quality and having the greatest range of services. The precise requirements for star ratings vary from country to country and there is no international standard of what the criteria for a star rating should be.

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One of the challenges traditional hotels have had to deal with is the development of budget accommodation. This has been provided by some of the largest hotel chains in the world, which include Travelodge and Premier Inn. French-owned brands such as Ibis and Campanile are also popular.

These motel/lodge-style chains have used a similar business model to the 'budget' airlines, such as Ryanair, and have made maximum use of online bookings. All of these chains offer en-suite facilities. Catering facilities are available in a restaurant which is on the same building. The range of services is more limited than in a 'traditional' hotel, but the product for a competitive price, often in convenient, out-of-town locations, which appeals to business travellers and tourists travelling between destinations.

Bed and breakfast

Bed and breakfast and guest house accommodation are not graded by tourist boards. They have a more limited range of services than hotels and in most cases are not open 24 hours. B & B will only serve breakfasts between certain times, and a guest house will generally have a bar for its guests – its bar and restaurant will not be open to the public.

Youth hostels

Youth hostels have traditionally provided relatively cheap accommodation, mainly for young people. In recent years have developed their range of products and services. For example, in some hostels, both catered and self-catering options are available. Therefore, it is important to understand the difference between catered and non-catered or self-catered accommodation.

Self-catered or non-catered accommodation

Many tourists prefer to stay in accommodation where they can cook for themselves, but some choose a combination of both options. For some tourists, self-catering is a cheap option for a holiday. Families with young children might find it easier as well as cheaper than staying in a hotel, as opposed to finding suitable children's meals each evening. Other tourists might prefer to stay in a self-catered accommodation rather than in a large hotel, thus supporting the local community. A popular combination is to have breakfast within the accommodation then go out for lunch and/or an evening meal.

Cottages, apartments, boats and cabins

There are many types of self-catering accommodation. Cottages are found on farmland and in rural areas. For example, the National Trust offers tourists the opportunity to stay in some of the historic properties they own and manage. Apartments can be found in city centres. Boats can be hired for cruising British canals and for touring areas such as the Norfolk Broads.

A fairly recent development has been the growth of individual buildings, generally in rural areas, which can be called cabins, lodges or chalets. This type of accommodation would be available for hire for a similar development.

A significant recent development has been the growing popularity of Airbnb.com, which allows an apartment or a room in a house to be rented out by the owner of the accommodation. This means that owning an apartment or a room in a house in a tourism destination can rent out the room when they are not using it themselves.

Caravans and motorhomes

Caravanning and camping are popular, long-standing components of the UK tourism industry. In the countryside destinations have a range of campsites which offer services such as laundry facilities.

There are two types of caravan available to tourists. A touring caravan can be towed by a motor vehicle, giving the tourist the option of travelling around a destination, choosing to stay as long as they like. Modern touring caravans are built to a high specification and provide cooking, toilet facilities, etc. Static caravans, as their name suggests, remain permanently located on a caravan site and are used by people who enjoy returning to the same destination on a regular basis. Static caravans are often found in holiday parks.

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facilities. Motorhomes combine the facilities of a car and a touring caravan with a living area behind the driving area. These are popular with tourists who have the time to enjoy a longer period of time.

Camping

Camping can involve erecting your own tent when you arrive on site. Alternatively, a tent can be erected for you. Some tourists have been attracted back to camping by the increased availability of similar to tents used by native North Americans, or yurts, which are round tents, popular in Central Asia. Glamping is another recent development, which involves a luxury form of camping, with cases, tents with toilet and shower facilities or even Jacuzzis.

Trade associations, government departments and regulatory bodies

Organisations operating in any major industry need to comply with the rules and regulations that control that industry. At the same time, the industry needs to work with government advice and also set the legislative framework within which the industry has to operate. Within the travel industry, airlines cannot just start flying, they need licences and must comply with various regulations. Attractions cannot just start opening, they need to ensure that they comply with health and safety regulations. They cannot just start selling, they need to meet certain conditions. Trade associations are bodies that can turn to in order to help them make sure that they comply with all of the relevant regulations.

ABTA

The Association of British Travel Agents (ABTA) is the main trade association for travel agents. It offers support and advice to its members; it helps promote high standards among its members and gives advice on a range of issues, such as legislation and health and safety. ABTA has developed a Code of Conduct which its members must conform to, covering areas such as accurate advertising, handling of complaints and managing customer complaints. If a travel agent which is a member of ABTA does not follow the Code of Conduct, the customer can make a complaint to ABTA.

All travel agents which are members of ABTA are bonded. This means that the business is bonded to ABTA so that, if the business fails, the money paid by customers to the business will be refunded. If the customer has bought a package holiday which involves a flight, the business must also hold the Air Travel Organisers Licence (ATOL).

ANTOR

The Association of National Tourist Office Representatives (ANTOR) is a global organisation representing national and regional tourist offices, such as VisitEngland and Visit Wales. The organisation works closely with governments and is involved in global tourism issues such as responsible travel.

AITO

The Association of Independent Tour Operators (AITO) represents over 100 independent tour operators and operates a Code of Practice similar to that of ABTA.

CAA and ATOL

The Civil Aviation Authority (CAA) is the body which regulates the aviation industry. It regulates airlines and airports and controls airspace. The CAA regulate airlines to ensure that they meet safety standards and ensures that passengers are looked after and compensated if there are problems. It will investigate airline pricing policies to ensure that passengers are not misled. It also ensures that airports meet the complex international safety standards and also monitors the performance of airports (Airports make money through charging airlines to use their facilities. These are called landing fees). Facilities such as providing steps allowing passengers to disembark and parking areas for aircraft.

Another important function of the CAA is the running of the ATOL scheme. ATOL stands for Air Travel Organiser Licence. The ATOL scheme protects most package holidays sold by travel agents. The scheme was introduced in 1973 after some large travel businesses ceased trading and customers were left stranded overseas.

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The ATOL scheme allows customers to complete their holiday if the company they are trading, and ensures that travellers will be repatriated. If the business collapses but the scheme will provide for a replacement holiday or a refund.

The ATOL scheme has been updated recently as more people book their holidays through online suppliers. Generally, if a tourist books flights with an airline and accommodation online, such as Hotels.com, it is probable that the holiday will not be protected by ATOL.

IATA

The International Air Transport Association (IATA) is the trade association for the world's nearly 300 airlines across the globe. Like other associations, IATA helps to formulate standards of service and other issues.

Exam-style question

Assess the value of trade associations to tourism organisations and their customers.

Other trade associations

These are by no means the only trade associations. Within the UK, organisations such as the Association of Tour Operators represents inbound tour operators, the Association of Leading Visitor Attractions represents visitor attractions, and the Association of Tourist Attractions all represent different sectors of the industry.

Government departments

As with other sectors, the tourism industry works with the UK government in a number of ways. There are two government departments with which the tourism industry works closely: the Department for Digital, Culture, Media and Sport (DCMS), and the Foreign and Commonwealth Office (FCO).

DCMS

Within the DCMS there is a Minister for Tourism. There is also a Tourism Industry Council which brings together government and industry to deliver on tourism policy. The department sets the tourism strategy and produces a range of documents and statistics relating to the industry. The latest strategy is a Tourism Strategy for England.

FCO

The Foreign and Commonwealth Office (FCO) provides information for UK tourists throughout the world. This information includes details of entry and visa arrangements, travel warnings and any issues such as potential civil unrest or terrorist activity which might affect travel. The FCO also provides assistance through its embassies and consulates if British tourists are in difficulty. For instance, if the area they are visiting is affected by severe weather or tectonic activity.

Information and promotional service providers

Nearly every country in the world has a national tourist board, and larger countries have regional boards. For example, each state of the USA has its own tourist board. Most large cities and smaller destinations may well provide a tourist information centre.

These organisations are usually supported by government and very often tourism industry members. It is important to remember that, in the majority of cases, destinations spend money on these organisations and by doing so create jobs for local people and businesses. At the same time, these destinations are competing against each other to attract tourists and promote their attractions and facilities to potential customers.

Therefore, information and promotional services providers, such as tourist boards, include:

- Providing information to customers and prospective customers who may be visiting the destination. This information might include details of transport, attractions, special events to help plan the tourist their visit.
- Tourist boards also develop marketing strategies and promotional campaigns to attract different customer types.

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- Tourist boards, often through tourism information centres, will sell a range of relevant to the destination, often in the form of souvenirs.
- Tourist boards also collect and publish a wide range of data about visitor numbers, tourists' perception of a destination and types of transport and accommodation. This information can be used by tourism businesses to help plan for the future.

UNWTO

One of the most significant global tourism organisations is the World Tourism Organisation (UNWTO) of the United Nations which collects and publishes a range of data relating to tourism. UNWTO is particularly involved in the promotion of tourism as a driver of economic development and environmental sustainability, geared towards reducing poverty and promoting tourism development worldwide.

VisitBritain

In the UK the national tourism agency is VisitBritain, a non-departmental public body. The role of VisitBritain is to support the UK's tourism industry and to raise the profile of the UK to promote the country to potential tourists from around the world.

VisitEngland

VisitEngland works in collaboration with VisitBritain to promote England as a destination for inbound tourists. Both organisations provide detailed statistical information and advice to help them build their businesses and help small tourism businesses to set up and grow.

VisitBritain and VisitEngland have two websites, which demonstrates the range of services provided. VisitBritain.org contains a wide range of information about the services provided to businesses, information relating to current marketing initiatives and detailed statistical data on tourism activity and trends. VisitBritain.com is aimed at customers and potential tourists, providing information on the UK has to offer as well as providing travel advice for tourists.

Tourism NI, VisitScotland and Visit Wales

The other countries within the UK each have their own tourist boards, responsible for Scotland and Wales respectively. Their functions very much mirror those of VisitEngland, promoting tourist opportunities within the different countries. The data collection and analysis, however, are the responsibility of the devolved governments rather than the tourist boards.

In recent years government policy has downgraded the role of regional tourist boards, with most of their central government funding. The rationale for this was that the regional boards could be able to focus on the specific needs of specific destinations.

DMOs

Instead, the role of Destination Management Organisations (DMOs) has been promoted. These, often public-private partnerships, have been set up to plan and coordinate the development of destinations, rather than tourist regions, which were covered in the past by the tourist boards. They work with the tourism organisations operating within a destination to develop a strategy for the destination. This will be focused on the specific needs of the destination. Usually, local businesses and attractions providers are involved in the development of the management strategy for the future development of the destination. There are now nearly 100 DMOs in the UK.

Local councils still, in many cases, retain responsibility for the running of tourist information centres, which can be found in most popular destinations in the UK, whether they be towns, cities or countryside areas. Tourist information centres tend to provide services such as brochures and leaflets promoting local attractions, information and advice about the locality and an accommodation booking service.

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B3 - Interrelationships and interdependence and tourism industry

Tourism organisations do not exist in isolation and need to work together in order to succeed. For example, airlines need to work with airports, hotels work with tour operators, attractions work with transport companies.

Distribution channels

Distribution channels are referred to as the process through which products are made available to consumers. For example, if the product was baked beans, the beans would be manufactured by a producer, who then sells to a retailer, who displays the beans on a shelf ready for the customer to purchase.

Before the advent of the Internet and the availability of online bookings, the travel industry developed a similar system for distributing its products to consumers. In the simple terms, airlines and hotels were known as principals. Tour operators created package holidays, which included a hotel. These companies were identified as wholesalers. Travel agencies, which sold the packages to customers, were identified as intermediary companies, or the retailers, which sold the package operator on to the end customer.

Interrelationships

Very few, if any, organisations in the travel and tourism industry work in isolation. They all work as organisations that work together to benefit them both. There are examples of this in every part of the travel and tourism industry. One of the most complex is the relationships between airlines and airports. Airlines need airports to land their planes and board passengers. Airports need airlines to bring in passengers, from which they make charges. Tour operators need accommodation providers to develop packages. Attractions need transport companies to bring groups of customers to the attractions.

Interdependencies

Interdependencies are defined as 'organisations which work together to benefit themselves and each other'.

This relationship can be shown through the UK tour sector, where tour operators, attractions and accommodation providers work to provide a wide range of coach tours. Each organisation will benefit all of the organisations involved, adding to their business.

Another example of interdependencies in travel and tourism is the development of interlinking, where companies combine their operations in certain areas but still retain their own identity. For example, passengers on certain routes to reduce costs and offer travellers 'interlinking' across different airlines. You can use the same ticket regardless of which airline you are using. As an example, if you fly from London to Sydney, you may well fly on a Qantas plane, since the two companies have an interlinking agreement.

Advantages of interrelationships and interdependencies

There are many advantages for organisations operating within interrelationships and tourism businesses. These include:

- Shared costs and economies of scale
- Increased sales and increased income as a result of increased number of customers
- Improved image and reputation
- Improved customer service

Disadvantages of interrelationships and interdependencies

However, a number of potential disadvantages have also been identified. These include:

- The loss of individual image
- Less personal customer service

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Horizontal integration

Horizontal integration occurs when an organisation at the same level of the supply chain acquires another organisation of the same type. This enables the new, larger organisation to offer a range of products and services and gain a larger share of the market.

Vertical integration

Vertical integration occurs when organisations at different points in the supply chain are brought together. For example, a travel agent now owns travel agents, tour operators and an airline.

The traditional structure of the UK travel industry has undergone significant change. Online booking systems have allowed consumers to by-pass travel agents and often tour operators. Flights, accommodation and other travel products can be purchased directly from the supplier (principal). New organisations have come into the market which have integrated into the systems and networks of the traditional groups, car hire companies, etc. Thus, a customer can now buy an airline ticket directly from British Airways, or through sites such as Lastminute.com, ebookers, Expedia, Lastminute.com, etc. A hotel room, car hire and other travel products can be purchased in the same way. People are now more likely to book their package holidays directly from the supplier rather than through a travel agent and looking through brochures.

However, it is still very much the case that organisations working in different sectors of the travel industry work together in a variety of ways, which creates advantages for the organisation and the customer. Partnerships, interrelationships and interdependencies are in evidence. For example, hotels work closely with tour operators. This could involve hotels in overseas resorts being the main accommodation for customers of a tour operator, or a hotel in the UK accommodating a coach party. Tour operators interrelate with hotels to create discounted offers for customers.

Exam-style question

Assess the challenges faced by high street travel agents.

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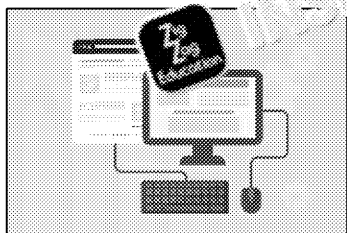
B4 - Technology in travel and tourism

There can be no doubt that the development of information and digital technology has had a major impact on all aspects of the travel and tourism industry. The application of new technology is continuing to bring about significant changes in the way in which the industry operates and interacts with its customers. There is a wide range of ways in which the travel and tourism industry has changed as the ones identified below.

Technology for communication, booking and promotion

Ebrochures

Ebrochures are electronic on-screen travel brochures produced by tourist boards and travel agents, usually found within websites and can be downloaded using programmes such as Adobe Reader to save as a PDF file. Ebrochures produce a major saving for the tour operator or destination as the costs are significantly reduced.



Websites

Virtually all travel and tourism organisations use websites to inform customers and potential customers about the products and services their organisation offers. The website can provide information on opening times in the case of an attraction, up-to-date schedules, etc. One of the great advantages is that they can be easily updated with new information, as opposed to a printed brochure, for example.

Many websites are interactive and allow customers to make bookings and process payments online, which saves a great deal of time for the customer.

Review sites

It is now very easy for customers to post a review of an attraction, hotel or other service. These reviews are then read by other prospective customers, who may take on board the comments and decide about where to stay or which attraction to visit. Organisations such as TripAdvisor and Expedia calculate ratings of customers' experiences. Many tourists find these reviews useful, but some have questions asked about the validity of some reviews.

Blogs and vlogs

Blogs and vlogs are used by tourists to tell others about their experiences. They can be written or filmed and then uploaded to sites such as YouTube. These are used by tourists who want to share their experiences and source about what a destination or attraction has to offer. They also might inspire people to visit.

Virtual tours

Virtual tours are now used extensively by hotels, attractions and destinations to give customers a virtual impression of what the facility looks like. Very often these include video clips and interactive elements. Virtual reality technology and 360-degree facilities. They are often used by customers to make decisions about where to stay and what attractions they might visit.

Mailshots

Electronic mailshots, sent by email, are sent to previous customers of an organisation to inform them of new schedules, special offers, promotions, etc. to encourage them to rebook with the company. The organisation will have the customer's email address on file from a previous booking. Such mailshots could be used by a range of tourism organisations, such as attractions encouraging customers to book for next season, hotels informing previous customers about availability, etc. Companies offering an early booking discount for returning customers and so on.

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Adverts and pop-ups

One of the questionable aspects of the Internet is that organisations can obtain a lot of information about the way in which an individual uses the Internet and which sites are visited. It is common for advertisements literally 'pop up' on to the screen at any time, advertising a range of products. A person is visiting a completely different website.

Making and confirming payments

As indicated above, websites with the functionality to make bookings and take payments have revolutionised the way in which the products and services of the travel and tourism industry are sold. Today can browse websites and choose what product they wish to purchase, whether it be a package holiday or hire car. Having made their choice, a booking is made with a credit card and an email is emailed to the customer.

Emailing tickets and vouchers

Very often the purchase of a travel product involves a ticket or voucher. Increasingly, companies are sending these by email for a customer either to print or present using their mobile phone. For example, boarding passes to be sent to customers once they have booked their flight before leaving for the airport. This saves time and expense for the company, with no need for considerable extra charges for checking in at the airport. Vouchers for car hire, accommodation are now usually sent as an email attachment.

Apps

The last decade or so has seen a revolution in mobile and digital technology. Apps downloaded onto a mobile phone can be used in a range of ways by tourists. These range from simple maps used to find your way around a destination, to Skyscanner, through which a flight can be booked. People use weather apps while on holiday to help them plan and Google Translate can help overcome language barriers. There are some concerns relating to some tourists being over-reliant on technology. For example, mountain rescue teams are increasingly being asked to rescue groups of tourists in remote areas without maps and relying only on their mobile phones, to become useless when they lose battery power.

Social media

Many tourism organisations now recognise that they can communicate with their customers through platforms such as Twitter, Facebook and Instagram. Organisations can post images of their products to the attention of their customers and raises awareness on a continual basis. This is particularly true for organisations with a customer base from the younger age groups.

Technology specific to different organisations

Certain sectors of the travel and tourism industry use modern technology in specific ways.

Visitor attractions

Multimedia presentations using video, text and images are used in attractions such as museums to show aspects of their collections to visitors. Increasingly, these presentations are interactive and visitors can choose from a menu of information. Interpretation is also helped by a system of animatronics, which are actors on film. Animatronics are life-like models of animals or humans which are controlled by a computer and speak in order to create interest and provide stimulation. For example, an attraction might have a moving model controlled by animatronics.

Theme park attractions increasingly use scanners to check tickets when customers enter the ride. They also assist visitor management and queue times can be reduced in conjunction with this technology. Additionally, the rides themselves make use of complex systems to ensure that the ride is safe and ensure the safety of those using them.

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Transport hubs and gateways

Modern technology is used increasingly to support security systems in transport stations and ferry ports. CCTV is used extensively and can be used to pinpoint suspicious passengers. Boarding passes and passports are increasingly being scanned rather than checked. Iris recognition on passports is being rolled out for tourists entering the UK from abroad. Self-check-in and the automated issuing of checked-in luggage labels are increasing. Modern systems are using body and luggage scanners to detect any prohibited items.

Accommodation

Some hotel groups are introducing automated check-in procedures, where a guest enters a booking reference into a device, which then issues a bedroom key. If the hotel has a mobile app, a customer can check out by just leaving their key and not having to talk to a receptionist. Some hotels can be emailed to the customer during the day. Modern hotels also have a range of facilities as part of the system, information about the hotel's facilities is provided through a website.

Travel agents, transport operators and tour operators

These organisations have been at the forefront of technological change for some time. Travel arrangements can be made and holidays booked in an instant from a home computer. Payments are almost exclusively taken by credit card and reference numbers for bookings are generated in seconds. Confirmation of reservations can be sent out via email at the same time as the booking is made; no longer sent out by post; e-tickets are sent out via email and m-tickets are sent to a mobile phone. Systems are increasingly sophisticated and can provide real-time information on a flight. An airline passenger can use a plan of the seating configuration of an aircraft to select a seat.

Exam-style question

Explain the ways in which computer and information technology is used in the travel industry.

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C: The scale of the travel and tourism

Travel and tourism is one of the largest industries in the world and can be measured in many different ways. These measurements can include visitor numbers, employment, income and spending. The number of tourists visiting destinations varies over time, for various reasons. These organisations such as VisitBritain and the World Tourism Organization are constantly monitoring tourist numbers, but published data can only provide a snapshot at a moment in time.



C1 - Importance of the UK as a global

Tourist numbers

- **World ranking** – In 2016, the UK was ranked fifth according to the UNWTO, behind China and Italy in terms of the number of visitors. The UK is constantly in the top 10 and it is calculated that about 3% of all global tourist arrivals were to the UK. In 2017, the UK had a slight fall in its rank in 2016, coming seventh.
- **Tourist arrivals** – In 2017, just under 40 million international tourists arrived in the UK, an increase of 4.7% on the previous year. These tourists spent just under £25 billion, which is a 1.5% increase on 2016. The data also shows that these tourists spent a total of about 285 million nights in accommodation and the average spend per visit was £625.
- **Main generating areas** – The countries from which the UK receives most international tourists are in Western Europe. The UK can be accessed easily from these countries by short-haul flights and ferry services. The exception is the USA, which always ranks highly in the list of generating areas. The 2017 data is set out below.

Inbound market	Visits (000s)	Nights (000s)	Spent (£bn)
France	3,956	20,823	£4.5
USA	3,910	31,024	£5.2
Germany	3,380	19,233	£3.8
Irish Republic	3,029	10,391	£1.5
Spain	2,413	16,736	£2.8

Exam-style question

Using information in the table above, assess the contribution of different inbound markets to the UK tourism economy.

Importance to the economy

In recent years inbound visitors to the UK have spent about £75bn per year, and this is expected to continue to rise in the near future. It is calculated that the tourism industry supports about 2.5 million jobs in the UK and this figure is also predicted to rise. This is equivalent to about 10% of the UK's workforce. The tourism industry represents about 5–10% of the gross domestic product (GDP) of the UK.

The role of the UK in international tourism

There are a number of reasons why the UK is among the top 10 of the most visited countries in the world. These include:

- The range and number of important heritage attractions, such as Windsor Castle and Stonehenge
- The varied landscape and scenery of the British Isles
- The importance of London as a global business centre coupled with the iconic landmarks such as Big Ben, the London Bridge, Buckingham Palace and other places associated with Britain's culture
- The fact that English is an international language

However, it is important to understand that the UK also has a great deal of outbound tourism. The UK is a popular destination for tourists from the Mediterranean areas and the USA. Consequently, the income that the UK gains from tourism is often balanced against the money which is spent by UK tourists when they travel overseas.

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C2 - Employment in travel and tourism

In the UK, about three million people are employed in the travel and tourism industry. The largest employer, accounting for about 10% of total employment, and is thought to be the hotel industry. It is estimated that there are approximately 265,000 tourism businesses in the UK.

It is sometimes difficult to identify how many people are employed in tourism; some jobs are seasonal, etc. Also, some jobs are only partly within the tourism sector, e.g. a chef working at the guests at a wedding reception being held in the hotel.

One breakdown of employment in the various sectors of the tourism industry in the UK is as follows:

- Accommodation services for visitors 2,211,000
- Food and beverage serving services 1,008,000
- Passenger transport services 503,000
- Culture, sport and recreation 775,000

Employment in the travel and tourism industry includes those jobs directly related to tourism and those indirectly related to tourism.

Direct employment

Transport principals

Every form of transport requires somebody to 'drive' it. Train drivers, bus and coach drivers, and ship captains and those who operate other forms of transport have important roles. They are supported by a team of assistants who fulfil a range of roles. Everybody who operates any form of transport requires ongoing training. Airlines divide their staff between those who fly and ground-based staff. Ferry companies will have a crew on board and shore-base support and administrative staff. Transport principals, such as airlines, are multi-million pound organisations, others might be smaller.

Transport hubs and gateways

The largest transport hubs, such as airports, require a vast number of people employed by various organisations to make them operate effectively. Some staff will be employed directly by the organisation, these may not be front line, but those providing customer support roles may well be. Ground-based employees of airlines, responsible for check-in and boarding passengers at airports, are often employed by the airlines. Airports often contain shops and restaurants, with people employed by retailers and restaurants.

Security staff, UK border force and customs officials will also be employed, as will staff at hotels and from car parks. There may well be accommodation available within the airport for staff. In addition, there will be a significant number of maintenance engineers employed by the airport themselves or ensuring that the airport facilities, such as electricity and water supply, are maintained. One of the most important 'behind-the-scenes' jobs is air traffic controllers. These highly trained staff ensure that aircraft fly in the correct airspace and operate safely. Lastly, there will be fire and rescue services permanently on stand-by. All this adds up to several thousand people, if not more.

Tour operators

As described in previous sections, tour operators 'build' package holidays. They are responsible for negotiating with suppliers, such as hotels and attractions, to obtain preferential rates. They are also involved in similar discussions with airlines and other transport principals. The precise nature of the holidays and destinations provided by the operator. Tour operators produce brochures and websites and published, either in print or online, and there will be a range of marketing activities undertaken as well. Additionally, tour operators often employ representatives to promote their holidays and are on holiday to the more popular destinations.

Travel agents

The main job of the travel agent is to sell holidays to members of the public. This can be done by email, by telephone or face-to-face. Travel agents need to have selling skills and knowledge of the destinations they are selling. Many agents now work on a basis of receiving a commission on sales rather than receiving a basic salary. Among the traditional 'perks' of the travel agent is being able to travel on holiday as well as being offered familiarisation trips by tour operators.

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Visitor attractions

All attractions have a number of departments, such as marketing, customer service. Many attractions employ specialist staff, depending on the type of attraction. The specialist engineers to monitor and service rides which cost millions of pounds to build and maintaining these rides will also need to be rigorously trained. However, attractions will also need trained historians to help explain to customers the significance of the artefacts. Museums will need scientists who may want to study the animals, as well as zookeepers with knowledge of a particular type of animal. Stately homes and historic properties will need people to maintain the fabric of the buildings, and possibly specialist gardeners to maintain the grounds.



Accommodation

Large hotels normally have a general manager who is responsible for the whole property. This person will be assisted by those in charge of different departments, such as food and beverage, housekeeping, maintenance and so on. These people will often work in shifts, so there will always be someone in charge of the hotel at any given time. The general manager is responsible for the hotel during their shift and will deal with any emergency situation or issues raised by guests. The receptionist will greet the guests and will not necessarily appreciate the general manager's staff, but running a successful hotel is very much a team effort.

Trade associations and regulatory bodies

People working for these organisations tend to have to provide information to members of the public. The skills and qualities involved often require an eye for detail and a knowledge of the need to follow set procedures and adhere to regulations.

Informational and promotional services

Some people working for informational and promotional services are involved in publishing data. Others are working with government and tourism businesses to develop and marketing campaigns. People working in tourist offices and TICs are very much involved in giving advice and guidance to visitors to the area.

Jobs within the travel and tourism industry are many and varied. Some are very technical and highly skilled; a commercial airline pilot or hotel manager is skilled and experienced and can earn a high salary. Others are suitable for people with selling skills or people skills. Some jobs are relatively low-skilled. Jobs within the industry may be temporary or permanent, part-time or full-time. Some jobs are available to apprentices, some require a degree. It is not easy to identify the full range of jobs available within the travel and tourism industry.

Indirect employment in the travel and tourism industry

There is a tremendous range of jobs which are indirectly related to the tourism industry. It is not possible to identify all of these jobs but some indication of the range of organisations which are involved in the industry are given below.

Insurance companies

Most tourists require travel insurance, especially when travelling outside of their home country. Insurance cover even includes things such as theft or medical emergencies. Specialist travel insurance is available for those who are taking their car abroad. In addition, tourists taking their car abroad will take out insurance which covers damage to the car or injuries to passengers or other motorists. Therefore, there is a need for companies providing insurance policies for tourists.

Furthermore, tourism organisations also need to take out insurance cover. This will protect the organisation against claims made by customers for which they are responsible. For example, if a customer is experiencing an outbreak of food poisoning or customers being injured while taking a tour. In addition, tourism organisations need to insure their property and assets. Every aspect of the business is covered by an insurance policy.

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Brochure and website content, researchers and maintenance

Despite the rise in the use of technology, the travel and tourism industry still produces promotional materials, such as brochures, leaflets and flyers, so people involved in producing these materials are employed in the industry. Additionally, website designers and researchers continually

Suppliers for retail, catering and hospitality

The majority of tourists eat and drink while they are away from home or taking part in activities. People working for organisations supplying food and drink to restaurants, hotels and other establishments are being indirectly employed in the travel and tourism industry.

Souvenir shops and manufacturers

There is a close relationship between the travel and tourism and retail industries. Many outlets in popular tourism destinations would be identified as being indirectly employing people employed in the manufacture of tourist goods and souvenirs. Many tourists buy these items as part of their travel experience. Broadly, souvenirs can be classified into two groups: hand-crafted attractions and within destination items produced locally using the skills and crafts of the local people. These items often benefit the local economy. Others are mass-produced and imported, which does not benefit the local economy.

Travel journalists

An important factor in many tourists' decision-making is the image they have gained of a destination. Reports visited before are reports, articles, blogs and other forms of media produced by travel journalists. They can benefit a great deal if a travel journalist writes a positive article or blog. In the past, travel journalists were instrumental in increasing the popularity of destinations when they were featured in their articles.

Roles

As indicated above, it is impossible to identify every job role found within the travel and tourism industry. Below is one way in which this variety of job roles can be classified.

Customer-facing, including telephone and web-based roles

It is often said that travel and tourism is a 'people industry', which means that one of the key skills needed to work in the industry is the ability to provide excellent customer service. This involves the security of customers and to address customers' issues and problems. There is a wide range of roles including attractions, accommodation providers, transport organisations and travel agents. In addition, there will be organisations where there is interaction between employees and customers. Telephone and, increasingly, employees may interact with customers using email.

Support and administration

All but the smallest travel and tourism organisations require a range of 'back office' support roles. These employees do not interact with customers on a regular basis. These functions include finance, administration, marketing, compliance and facilities management. Most organisations would not function efficiently if these jobs were not performed properly.

Graduate programmes and trainees

Many large travel and tourism organisations provide opportunities for graduates. These roles require graduates who will specialise in a specific region. Hotel chains require graduates with experience a variety of job roles within hotels, such as event management. Merit awards are a scheme for those looking for career progression management roles within the organisation.

Managerial and supervisory

Most travel and tourism organisations have a hierarchical managerial structure. For example, in the case of a hotel. Larger hotels have a general manager who has overall responsibility for the establishment. The general manager is assisted by duty managers and managers of specific departments such as food and beverage, housekeeping, events, maintenance and so on. These people who are supervisors, responsible for smaller teams of employees, and those who are not with little or no management responsibility would be operatives.

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C3 - Visitor numbers

Data relating to visitor numbers is collected and analysed by a number of organisations and the CAA are among the organisations which publish extensive data. The International Visitor Survey is operated by the Office for National Statistics and interviews between 700,000 and 800,000 visitors a year. This information is used to measure the impact of tourism on the UK economy and about international tourism and how it has changed over time.

Visitor numbers by tourism type

Inbound visitor numbers

Inbound visitor numbers to the UK have grown steadily over the last 15 years or so and are expected to increase in the future. Since 2010, the number of inbound visitors has grown from under 40 million.

The table below provides an indication of the trend.

Year	Number of visits to the UK (millions)	Average spend per visit (£)
2003	24,715	£480
2006	32,713	£489
2009	29,889	£555
2012	31,084	£600
2015	36,115	£611
2017	39,214	£625

Outbound visitor numbers

2017 was not only a record year for inbound visitors to the UK, it was also a record year for outbound visitors. Whereas there were 39.2 million visits to the UK by overseas residents, there were 44.8 million visits by UK residents. This represented an increase of 3% from 2016. Also, whereas overseas visitors spending £44.8 billion visiting the UK, those UK residents visiting overseas spent £44.8 billion.

The top five destinations visited by UK tourists in 2017 were:

Spain – 15.87 million visits

France – 8.86 million visits

Italy – 4.16 million visits

Republic of Ireland – 3.42 million visits

USA – 3.40 million visits

Domestic visitor numbers

Data relating to domestic tourism is collected by the Great Britain Tourism Survey and measures domestic visits made by residents of England, Scotland and Wales. During 2017, there were 102.7 million overnight trips. This showed a 1% increase from the previous year.

Of these 102.7 million trips, 43 million were for holidays, just over 40 million were for business and nearly 14 million were for business.

Business tourism visitor numbers

Research data indicates that about 25% of all inbound tourism visits to the UK are for business rather than leisure tourism. Nine out of the top ten countries from which business visitors come are in Europe, with the USA being the only non-European country. Another difference between business and leisure travel is that business travellers tend to stay for shorter periods of time, but spend more than leisure tourists. Needless to say, London attracts most business visitors to the UK.

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The number of business visitors tends to reflect the global economic situation, as

Year	Approximate number of business visitors to the UK
2002	7.4 million
2005	8.8 million
2009	6.6 million
2013	7.9 million
2017	9.2 million

The figures in the table clearly show that, following the financial crisis of 2008, the number of business visitors to the UK dropped significantly, but it has recovered in recent years.

VFR visitor numbers

Tourists entering the UK to visit friends and relatives tend to spend a great deal less than business visitors. For example, in 2017, there were 12 million business visits to the UK, and these visitors spent £12 million. In contrast, 12 million VFR visitors spent only a little more in total, namely £5.83 million.

As with other sectors of the inbound tourism industry, visitor numbers have steadily increased over the years, as the table below demonstrates.

Year	Number of inbound VFR visitors to the UK
2010	8.41 million
2012	8.95 million
2014	9.76 million
2017	12.00 million

Remember
Check the Visitor Survey of the data above regularly. If there are any changes, tell you about them.

Day trip visitor numbers

A great deal of information is collected relating to day visits by people living in England. This information is collected and published by the Great Britain Day Visitor Survey. The activities that constitute a 'day visit' and in 2017 the five main activities undertaken as day visitors were:

- Going out for a meal – 194 million
- Exploring the area – 133 million
- VFR – 425 million
- Outdoor activities – 141 million
- Having a night out – 137 million

The number of day visits and money spent varies over time, as the table below indicates.

Year	Volume of day visits (million)	Expenditure (£ million)
2011	1,777	
2012	1,969	
2013	1,862	
2014	1,822	
2015	1,754	
2016	1,843	
2017	1,793	

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Visitor numbers by other factors

Type of transport used

Inbound visitors to the UK use a variety of methods of transport. Obviously, those destinations might arrive by train or in their own private car, whereas those arriving from overseas will arrive by plane and will need other forms of transport to get around. Generally, visitors are more likely to visit towns and cities than areas of countryside or the coast. London is by far the most popular destination for inbound tourists, so transport around the city is significant.

In a survey for the International Passenger Survey, the forms of transport listed by visitors were ranked by the most popular by respondents.

Type of transport used	Percentage mentioned by respondents
Bus/coach, train, metro	53
Taxi	32
Train (outside of a city)	28
Car/vehicle brought into the country	15
Hired self-drive vehicle	8
Public bus/coach	8
Private coach/minibus	4
Ferry/boat	2
Domestic flight	2

Country of origin

In 2017, as in most previous years, most inbound visitors to the UK came from Europe, where it is possible to drive or arrive by train, as well as by a short-haul flight. The only two of the top ten of inbound markets are the USA and Australia. This has been the pattern for many years. Two-thirds (63%) of inbound arrive from these 10 countries. However, over time this has changed. In the last few years, nearly 70% of all inbound tourists came from these 10 countries. In the last few years, 'emerging' markets, such as India and China, have been arriving in the UK. For example, in 2017, there were 355,000 inbound visits to the UK from India and 149,000 from China. By 2017, there were 337,000 from India and 337,000 from China. Furthermore, Chinese visitors spend more per visit than other foreign visitors.

Rank	Country	Number of visits (000)
1	France	3,956
2	USA	3,910
3	Germany	3,380
4	Irish Republic	3,029
5	Spain	2,413
6	Netherlands	2,136
7	Poland	1,807
8	Italy	1,779
9	Belgium	1,148
10	Australia	1,092

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Country of destination

Many factors have led to the situation where there are more UK residents travelling abroad than there are tourists coming into the UK. These factors include the unreliability of the British economy, the affluence of the UK population. Every year, British people spend more abroad than they receive from tourists. There has been a steady growth in the number of visits made by outbound UK residents, as shown in the table below.

Region	Total visits in 2013	Total visits in 2012
North America	3,389,000	3,125,000
Europe	47,025,000	45,125,000
Other countries	9,085,000	10,125,000
All visits	57,792,000	58,375,000

Accommodation type used by inbound visitors

Each year inbound visitors are interviewed as part of the International Passenger Survey. Respondents are asked what type of accommodation they stayed in. This pattern has remained fairly stable over recent years. Just under half of all inbound visitors to the UK stay in hotels. A further 30% stay with friends and relatives. Only very small numbers stay in other forms of accommodation such as hostels, caravans or private houses.

Regions and cities visited by inbound tourists

One of the most significant features of inbound tourism to the UK is the dominance of London. It is not only the capital of the UK but one of the major business and commercial centres in the world, like cities such as Paris and New York. Also, because of this, London attracts more business tourists who spend more per head than leisure tourists.

The table below provides a breakdown of the percentage of the money spent by inbound tourists in the UK.

Country / City	% of total spending by inbound tourists to the UK
Scotland	9%
Wales	2%
England (excluding London)	32%
London	55%
Northern Ireland	1%

Exam-style question

Explain why so many inbound tourists choose to visit London.

The table indicates that nearly 90% of spending by inbound visitors to the UK takes place in London. Tourist authorities have consistently argued that there are many opportunities in other parts of the UK, but London remains the premier attraction.

Activities carried out by inbound visitors

The majority of inbound visitors to the UK do not take part in just one activity. In London, for example, going to Windsor Castle, which is five miles from Heathrow Airport, then returning to London is a common activity. In fact, many tourists spend a considerable amount of time in the UK and will take part in several activities.

For the purposes of collecting information, the activities in which tourists can take part are grouped into the following categories:

- Visiting famous/iconic tourist attractions – of which sightseeing museums are the most popular
- Exploring history and heritage – of which visiting castles and historic houses are the most popular
- Experiencing city life – of which dining in restaurants is the most popular
- Experiencing rural life and scenery – of which going to the countryside is the most popular
- Outdoor leisure pursuits – of which walking in the countryside is the most popular
- Attending cultural, music or sports events – of which going to the theatre is the most popular

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Trends

Growth areas of origin

Countries from which tourists visited the UK – 2018		
Country	Visitors (000s)	Nights spent
France	3,787	18,877
Germany	2,967	16,306
USA	2,840	23,586
Irish Republic	2,453	9,030
Netherlands	1,735	7,594

Countries from which tourists visited the UK – 2012		
Country	Visitors (000s)	Nights spent
USA	3,877	28,981
France	3,693	18,873
Germany	3,262	17,577
Irish Republic	2,782	8,374
Spain	2,530	15,185

The data in the tables above show that in the six years between 2012 and 2018, the UK receives most of its visitors from much the same countries. The countries which were top in 2012 had hardly changed by 2018. For all of these countries, the trend has been to increase over time and for those visitors to spend more money in the UK. Last year the USA rather than France as in 2012. Other significant trends indicate that visitors spend more money than they did in 2012 and spend more nights in the UK.

Although the number of visitors from emerging markets has increased, their impact on a global scale as those from the UK's traditional major markets. This is indicated in the table below.

Visitors to the UK from China			
Year	Rank	Number of visits	Nights spent
2012	28	179,000	4,000
2018	22	391,000	6,124

Visitors to the UK from South Korea			
Year	Rank	Number of visits	Nights spent
2012	32	158,000	1,302
2018	39	161,000	1,263

Although the trend over recent times has been for the number of inbound visitors to the UK to increase, the figures for 2018 show signs of a decline. For example:

- In 2018 there were 27.1 million inbound tourist visits to the UK – 3.34% less than in 2017
- In 2018 the total spend was £22.90 billion – 6.57% less than in 2017
- In 2018 the total number of visitors spent a total of 266.1 million nights staying in the UK – 0.1% less than in 2017
- In 2018 the average spend per visitor was £604 – 3.55% less than in 2017

The question is, what will happen in the future? Will the trend of increasing inbound visits continue, with 2018 being a 'blip', or will future years see a steady decline in visits?

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Growth areas of destination

In looking at outbound tourism over a longer period of time, there are similar patterns displayed to destinations visited by outbound tourists. Namely, that the same countries of the past are still popular, but the number of visitors to those destinations has increased. The most popular destination for outbound tourists was Spain, with 6,736,000 UK residents visiting in 2018. Spain was also the most popular destination, but the number of visits had increased to 10. Mediterranean countries occupied 7 out of the 10 places in the order of destination in 2018. This was much the same in 2018, with the USA dropping to sixth.

Over the same period, the two destinations which saw a significant increase in visits were Croatia and Mexico, as the tables below demonstrate.

Croatia – number of visits by UK residents		
Year	Rank	Total visits
1994	16	147,713
2018	10	486,162

Mexico – number of visits by UK residents	
Year	Rank
1994	15
2018	8

Changing purpose of visit

As indicated above, after a period of steady growth inbound tourism to the UK did not slow down. The tables below show how the number of visitors to the UK from North America and Europe for the purpose of those visits, has varied over the last five years:

Visitors to the UK from North America (000s)				
Purpose	2014	2015	2016	2017
Holiday	2,881	3,107	3,394	3,681
Business	815	1,097	1,133	1,168
VFR	491	515	671	705
Other	99	145	125	131

Visitors to the UK from Europe (000s)				
Purpose	2014	2015	2016	2017
Holiday	16,028	17,522	20,182	21,681
Business	2,303	3,128	2,705	2,812
VFR	2,680	2,851	3,463	3,681
Other	532	654	939	1,012

Both tables show a clear trend of an increase in tourism for all types of visit, with a significant increase in holiday visits in 2017 and 2018. Over recent years, UK residents have tended to travel to much the same destinations year on year. Although some destinations, such as Turkey, might have seen an increase in visits, others, such as Tunisia, have seen a decrease, generally Spain, France, Italy and the Republic of Ireland remain popular destinations. Similarly, for inbound tourists, the countries from which most tourists arrive are Germany, the Republic of Ireland, Spain and the USA. As mentioned above, emerging markets such as China are becoming more significant, with increasing numbers from these countries in 2017 and 2018. Arrivals from France, Germany and other European countries.

In many ways, the patterns of inbound tourism have remained fairly static over recent years. The number of inbound tourists have increased with the proportions of holiday, VFR and business visits remaining constant. Similarly, over recent years, there has been no significant change in the types of accommodation used, with hotels being by far the most popular. And also, as mentioned above, London remains the most popular destination within the UK for inbound visitors.

Perhaps one area where there have been significant trends is that of transport. The number of passengers arriving in the UK have seen their passenger numbers increase continually in recent years, allowing for easier access to the UK by short-haul flights. In addition, Eurostar and other high-speed services have increased the number of European cities, e.g. Amsterdam. At the same time, there has been a significant increase in cross-channel ferry traffic.

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C4 – Income and spending

As people participate in travel and tourism activities, they spend money. This can range from buying a flight to New Zealand to buying an ice cream on a beach. The more people travel, the more income is generated by organisations operating within the travel and tourism industry.

Income

- **Contribution to gross domestic product (GDP)** – The World Travel and Tourism Council (WTTC) estimated that the total contribution of travel and tourism to the UK economy in 2017 was over 10% of the total GDP. This figure includes both direct and indirect spending on travel. The purchase of an airline ticket would be direct spending, while the purchase of new clothing would be indirect spending.
- **Leakage** – This is an issue mainly associated with tourism in less-developed countries. A large proportion of tourist spending does not find its way into the local economy but leaks back to richer countries in the developed world. Leakage is a particular issue with international tourism chains. Tourists staying in this type of accommodation are far from the local community, and the major proportion of what they spend on their holiday is sent back to the country which owns the hotel.
- **Multiplier effect** – Money spent on tourism circulates through the economy. For example, people employed in tourism spend their money on a range of products and services. This spending also creates a demand for a wide range of goods and services, which in turn creates jobs. For example, eggs to a hotel or a mechanic servicing a hire car. Therefore, the money spent on tourism circulates through the economy in a number of ways.
- **Profit margins and commission levels** – The majority of travel and tourism organisations are in the private sector and have to remain profitable. The growth of the Internet and online booking has put pressure on the profitability of some organisations within the industry, notably smaller businesses. This is heavily on being paid a commission by airlines, hotels, tour operators, etc. by the public. Obviously, in recent years, it has become the norm to book many products and services online or principal. In order to remain competitive, the commission rates paid to the intermediaries have decreased in recent years.

Exam-style question

Explain how the multiplier effect works in relation to the travel and tourism industry.

Spending

Travel and tourism businesses can only be profitable if tourists spend money. A large amount of data relating to spending by tourists, which helps businesses to make decisions about the tourism industry.

Data relating to spending by tourists on different types of activities is not collected by VisitBritain and the International Passenger Survey. However, it is estimated that about £106 billion is spent by tourists on the British economy. In England, there are over 200,000 VAT-registered businesses operating in the tourism sector.

Research data indicates that spending by tourists, both domestic and inbound, has increased in recent years and is predicted to continue to increase in the near future. However, spending dropped between 2017 and 2018. Spending by inbound tourists in the UK was £106 billion per year. One recent survey has calculated that the average spend per inbound tourist is £5,400 per person, including flights, accommodation, food, drink and activities. One of the highest spenders are cruise ship visitors, who spend on average about £5,400 per person.

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Inbound tourists spend more than domestic tourists, as the table below indicates.

	Average spend on shopping	Average spend on eating and drinking out
Domestic tourists	£121	£152
Inbound tourists	£339	£450

Research activity

Find out typical prices for the following:

- The typical cost of a room in a four-star hotel in London for one night
- The typical cost of a meal with drinks for a family at a chain restaurant
- The typical cost of a return air ticket to London from Paris or Rome
- The typical cost of a theatre ticket to a West End production
- The typical cost of a family ticket to Alton Towers

For each of the above, find some contrasting information and assess the reasons for the differences. You could consider:

A four-star hotel in Cornwall, or a two-star hotel in London?

Cost of a meal in an exclusive, unique restaurant?

The differences in price between ticket types: business, first-class, standard, etc.

Compare theatre ticket prices in the West End with a local production.

The comparable cost of a family holiday to Euro Disney Paris or Disney Land Florida.

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D: Factors affecting the travel and tourism industry



D1 – Product development and innovation

The development of the travel and tourism industry is very much a twentieth-century phenomenon. Mass tourism increased in popularity from the 1930s with the development of holiday camps and the Holiday with Pay Act. For the first time, many ordinary working people could afford to take a holiday as they were entitled to be paid for the week they took off. Holiday camps took advantage of this by offering inexpensive 'all-inclusive' holidays with entertainment provided.

Clearly this development was curtailed by the outbreak of the Second World War. Many holiday camps were taken over by the military. After the war ended in 1945 the industry began to recover. Trained pilots. This laid the foundation for the modern outbound tourism industry, with regular flights being offered from the late 1940s using aircraft adapted from military to commercial use.

During the 1950s the amount of time offered to workers as paid holiday increased and became more established. Over a relatively short period of time, package holiday destinations became available to a significant proportion of the population, and it was no longer just the wealthy who took the opportunity of enjoying the dependable summer weather of Spain, Portugal or the Mediterranean, escaping the uncertainty of the British summer.

Over the last 70 years or so, the UK outbound tourism industry has continued to grow and is expected to continue to do so in the future. The industry has embraced technological change and transport developments. Destinations such as the USA are now accessible to many more people than ever before, and it is possible to fly non-stop to Australia.

Some of the key factors which have assisted the development of the industry are:

Development and innovation

Transportation

Many forms of transport have developed significantly since 1950. Modern jet aircraft, such as the A380, are at the forefront of aviation technology. The A380 aircraft has been able to carry almost twice the number of passengers as older jet aircraft. The A380 is being replaced by the Jumbo 747, which it is rapidly replacing. The Dreamliner is one of the most modern aircraft, with high standards in fuel efficiency and passenger comfort. New intercontinental routes have been established in recent years.

Similarly, car ferries and cruise ships have benefited from modern design and technology. Large cruise ships capable of carrying several thousand passengers are now sailing the world's oceans. For the wealthy, cruise holidays are now enjoyed by many millions of tourists each year. New developments, with high-speed ferries being used on an ever-increasing network of routes, are also being developed.

Airports, ferry terminals, motorways and transport infrastructure have developed significantly. Examples such as the Channel Tunnel and the Oresund Bridge linking Denmark and Sweden have opened up new routes to a number of destinations.

Increased choice

Product development and innovation has resulted in ever-increasing choice for tourists. In the immediate post-war period of the 1950s, it was common for hotels in British seaside resorts to accept bookings only on a Saturday to Saturday basis. Guests arrived on a Saturday and stayed for one week, or occasionally for two. The same principle was applied to flights. For example, the aircraft flew to Corfu on Thursdays and brought home the plane on the following Thursday. The previous week in Corfu.

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Today, tourists have far more choice than they had 60 years ago. Package holiday options which include self-catering, bed and breakfast, half board, full board or all-inclusive, and stay in hotels, aparthotels, lodges, cabins, villas, etc. Holidays can be of any length, offering daily departures to the most popular destinations. Tour operators can now provide customers with even greater choice.

The range of attractions and activities available to tourists has also increased dramatically. Tourists had the opportunity to visit a theme park. The Disney concept was operational in the 1950s, very few UK tourists were able to visit the USA on a package holiday, and so the cost was relatively expensive.

The growth in package holidays to the Mediterranean brought about challenges to tour operators, which often found that their customers were choosing to travel abroad rather than to the seaside. These destinations, such as Blackpool and Bournemouth, opened new markets to widen their appeal.

From the 1970s onwards, it became increasingly possible to participate in long-haul holidays. The Boeing 747 and changing legislation allowed more and more ordinary families to take a holiday to Disneyland in Florida. New York, Boston and other American cities could be visited on a weekend; something which was unthinkable 20 years previously.

In the latter years of the twentieth century, the whole world became accessible to tourists. To drive around the Canadian Rockies, take a safari in West Africa, visit Machu Picchu, Sydney Harbour. These activities were mainly available because of developments in transport, safety, plus increasing competition which has made air travel increasingly affordable.

Developments in technology

Alongside transport developments have been advances in technology which have transformed the UK travel and tourism industry. A recent survey has indicated that only about 10% of bookings in the UK were made through travel agents. This was not the case 20 years ago.

Advances in computer technology facilitated the development of computerised reservation systems, which allowed travel companies (principals) to store and retrieve information and to communicate with each other, followed by global distribution systems (GDS), which allowed the networks of different travel companies and for complex transactions to be completed. Thus, a flight, a hotel, a hire car and a rental car can be booked through a GDS such as Expedia or Travelocity by members of the public, or through comparison websites, such as Trivago and Booking.com, can access the systems of travel companies to offer a range of options to customers, who can then make reservations using a PC or smartphone.

Despite the enormous benefits that the new technologies have brought about, there is still a potential for disruption to what are increasingly complex operations through system failures. Increasingly, computerised systems hold the data of tens of thousands of people, including names, addresses, and such as credit card details. There have already been instances of data being stolen, leading to concerns that system failures could have serious consequences at some point in the future.

Media

The growth of the travel and tourism industry has always been interrelated with developments in media. Early travellers could only tell stories about the places they had visited. When the camera was invented could tourists share their experiences using photographs. Developments through the twentieth century meant that travel experiences were easy to share through film and photographs. Digital formats and new technologies continued this trend into the twenty-first century.

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Increased TV coverage, film locations, adverts

As television ownership became available to the majority of the population in the 1960s, television programmes, which featured different destinations, became popular. These programmes gave people the motivation to travel to the destinations featured. A number of destinations have increased exposure because of their long-standing relationship with a particular television programme. Examples include Melbourne with *Neighbours* and New York with *Friends*.

More recently, locations in Northern Ireland have increased in popularity because of the television series *Game of Thrones* and the *Poldark* series has created renewed interest in the cliffs of Moel Tryfan.

Most daily newspapers have travel supplements, with travel writers providing articles on destinations and locations that should be visited. Additionally, newspapers contain advertisements for travel agencies.

Social media usage

As in other aspects of the travel and tourism industry, advances in technology have brought about changes. Organisations can now use websites and social media platforms to promote their destinations. Customers are encouraged to share reviews of their travel experience and rate different flights or hotels.

Research firms suggest that around 8 out of 10 social media users take a domestic holiday once a year. It is also calculated that two thirds of social media users share their holiday experiences. 4 out of 10 posting during their holiday.

It is increasingly the case that tourists are more likely to discover travel destinations through social media: 37% through photos and images and 32% through recommendations. Destinations are increasingly seeing the value of social media marketing as being a cost-effective way to reach potential customers. Examples of such as TripAdvisor or comparison sites such as Skyscanner. For example, an Instagram campaign by the Singapore tourist board, #VisitSingapore campaign on Instagram, has attracted over 1 million followers.

Media coverage of events

A wide range of events are held in a variety of destinations each year. These range from small local events to large cultural events and music festivals. Some events take place annually, such as the Glastonbury Festival, while others take place every few years in the case of Glastonbury. Other events are 'one-offs', such as major sports events like the World Cup. The destinations in which major events are held will experience positive publicity at the time when the event is taking place. There is increased income for a range of businesses. However, at the same time, the destination will experience congestion and disruption to the normal daily lives of the local population.

Increasingly, tourism organisations are seeing the staging of major events, not only as a way to boost tourism numbers for the duration of the event, but as an opportunity to 'showcase' the landscape of the destination. For example, during the recent Cricket World Cup, the grounds where the matches were being played provided the opportunity to promote the destination so as to encourage more tourists to visit in the future.

Managing good and bad press and incidents

The travel and tourism industry needs to manage the negative coverage of global events, which is usually through external factors. For example, when a terrorist opened fire on tourists in Tunisia, the companies involved had to react appropriately, bring their customers home and make arrangements for other customers to book alternative destinations. Travel companies need to be able to decide how and when the area can be promoted to attract tourists.

There is a wide range of natural disasters which could impact on travel and tourism organisations, and when these disasters strike, the industry needs to be seen to be doing all it can to support its customers and to avoid 'negative press'. As with terrorist activity, a range of tourism organisations will need to work together to ensure that the destination regains its appeal at a suitable point in the future.

Research

Find examples where the travel industry has had to deal with a natural disaster.

How has this impacted on tourists?

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D2 - Other factors affecting organisation and tourism industry

As shown above, there are a number of circumstances over which the travel and tourism industry has no control, but their impact may have a number of consequences for the industry. These could be:

- Environmental factors – such as climate change or a tsunami
- Social factors – such as an ageing population or changing family structures
- Economic factors – such as an increase in unemployment or an increase in the cost of living
- Political factors – such as changes in levels of taxation or visa requirements

The factors above are identified as being external factors, those over which the industry has no control. Conversely, internal factors are those which the industry can control and plan for.

Economic factors

In every market, the economy will go through periods of growth where people have more money to spend, and periods of recession, when money is tighter and people have less to spend. The money that a household has to spend when they have paid their house rent, bills, and bought the necessities of life is called disposable income. For example, an increase in interest rates will affect the interest people will have to pay on their mortgage and therefore, cause a decrease in disposable income. Likewise, if prices rise due to inflation, and unemployment rises, many people will be less able to book a holiday.

This may mean that the amount of outbound tourism decreases as people decide to stay at home for an overseas holiday. For some people, it might mean that they have one holiday per year, but for others, people might decide to take a domestic holiday rather than travel abroad. This will affect the popularity of destinations in the UK.

Changing economic conditions have a range of impacts on patterns of travel and tourism. The British pound has been 'weak' in the last few years against the US dollar and the euro, making it cheaper for tourists from Europe and the USA when they visit the UK, but more expensive for British tourists to travel abroad. Fluctuations in currency exchange rates are something which the travel and tourism industry has little control over. Generally, a weak currency encourages more inbound tourism and a strong currency encourages more outbound tourism. Currency fluctuations and exchange rates also cause significant problems for tour operators who have to fix contracts and fix prices with overseas suppliers.

Another economic variable is the price of oil. Virtually all forms of transport require fuel, and if the base price of oil rises, then transport becomes more expensive to operate. This can lead to travel and tourism organisations attempting to fix prices for customers.

Social and lifestyle factors

The travel and tourism industry always has to respond to social and lifestyle changes. Society has become more complex than it was a generation ago, with a rise in one-parent families, and a rise in the number of people of both parents of the same sex. The industry has had to respect and meet the needs of these people who are its customers and its employees. For example, today a 'family ticket' can be for a family of four, a father and children; all forms of family need to be catered for. Similarly, more people are becoming vegetarian or vegan. The needs of these people need to be met by caterers.

Over the last 20 years or so, the 'grey market' has become an increasingly important part of the tourism market. More people are now able to travel well into their eighties, or even nineties, and are still active in tourism activities. Generally, retired people are better off than they were a generation ago, and they can travel to exotic locations and choose luxury accommodation. Cruise holidays in particular are popular with the 'grey market'.

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The latter years of the twentieth century saw the beginnings of a change in work country moved towards a '24-7' society, more and more people began to work shifts. Thus, the pattern of the traditional summer one-week holiday became less rigid.

Although there has been no significant increase in the amount of paid holiday taken, there has been greater flexibility in when holidays can be taken. For this reason, winter holidays have become increasingly popular. Holidaymakers, many of them the retired people, now can take a holiday in January or February to escape the British winter weather. Some take a holiday as a winter sports holiday and others can take advantage of 'low-season' prices and are able to travel.

School holidays still very much dictate the seasonality of many holiday periods. The most popular travel are during school holidays, because that is when the demand is greatest. The second half of July and August coincides with the best weather and this period is the most popular.

Exam-style question

Explain why the same holiday can vary in price at different times of the year.

Changing fashions and trends

Over time, some destinations and types of holiday become more or less fashionable in the travel and tourism market. For example, a 'tinsel and turkey' coach tour to Blackpool is popular with older tourists, but most families and younger people would not choose this type of holiday. The tourism industry has had to continually respond to changes in fashions over which it has no control. Some of the major changes in tourist choices are suggested below.

- **Cruise holidays have become more fashionable.** Not too long ago, only rich people could afford a holiday, but today there is a wide choice of destinations and styles of cruising for all types of tourists.
- **The traditional British seaside holiday is less fashionable.** People still visit the seaside for short breaks or have a holiday home near the sea. They go less to British coastal resorts for a holiday than they used to.
- **Adventure holidays are more fashionable.** Many more companies are offering adventure activities, and activities such as mountain biking are increasingly popular. Winter sports holidays are enjoyed by many British tourists each year.
- **Tourists expect higher levels of service than they did in the past.** Nobody wants to share a bathroom with another family today and so virtually all hotel rooms are en suite; this was not the case in the past. There is also a greater awareness of the quality of food and drink which is offered to holidaymakers and a greater interest in cooking and dining.
- **Tourists have far more choice than they did in the past.** For example, on package holidays, people can choose the type of accommodation, the time and have more choice about destinations. The growth in the number of airlines and route networks means that there is more choice than ever before.

Government legislation

All governments have legislation in place which impacts on tourists as well as travel companies. Government legislation has a number of aims including:

- Ensuring the safety of customers and workers
- Ensuring that people enter and leave a country legally and do not pose a threat to the country
- Ensuring that prohibited goods, such as weapons and drugs, do not enter a country
- Collecting taxes from tourists using facilities provided by the government to visit the country

All areas of tourist activity are covered by health and safety legislation whether the tourists are visiting overseas. All forms of transport have to be inspected according to set procedures.

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coaches or flying aircraft have to have a current licence issued by a government. Accommodation are regularly inspected to ensure that they meet the required standards. More recently, governments have introduced a range of legislation to protect personal information. As governments update legislation, travel and tourism organisations comply with it and make changes to protect themselves and their employees as well.

Airport Passenger Duty (APD) is one way in which governments collect taxes from a charge made on every passenger who flies on an aircraft within and out of the UK. It varies with the distance of the flight, with long-haul passengers paying more than short-haul. Other forms of tourist tax are common in other destinations and their introduction is becoming more common. A simple example is a room tax, paid per night and added to the cost of accommodation.

Passport and visa requirements again vary from country to country. In some areas, it is relatively easy for UK passport holders to pass through immigration. For other countries, which the tourist usually pays a fee to enter, the purpose of a visa is that it is an additional set of credentials of the tourist. For example, countries such as the USA and Canada require a check to be made before entry. In the USA, this is called an ESTA (Electronic System for Travel Authorization) for all tourists entering the USA. People entering the USA have to pay about \$15 to get an ESTA, which allows a person to board a plane; it does not guarantee entry into the country at the time of travel.

Safety and security

The travel and tourism industry has no control over the likelihood of a terrorist attack or shooting. These events are more likely in some destinations than in others, and tourists are advised to inform their clients of the security situation in the destination they are visiting. However, it is not possible to absolutely guarantee the safety of every single person. Thousands of ordinary tourists have been killed or injured in terrorist attacks or riots. One aspect of the industry's accepted need for security checks on baggage and individual travellers passing through airports.

Travel can never be completely risk-free. Although air travel is statistically the safest mode of transport, major aircraft crashes still make the headlines. Generally, travel by rail or road is safer than air travel. In America than it is in most other areas of the world, but tourists can still be involved in accidents.

Similarly, outbreaks of disease can affect tourists, and there are some areas of the world where diseases are more widespread than others.

Clearly, the travel and tourism industry has a duty of care to its customers with regard to the dangers of disease, terrorism, civil unrest, etc. The industry works with governments to provide information and advice to tourists relating to the potential risks involved in visiting different destinations. In the UK this advice is provided by the Foreign and Commonwealth Office (FCO). It is also important for each individual tourist to be aware of the safety and security issues involved in any destination they are visiting and to take reasonable steps to ensure that they remain safe.

Environmental and climate

Some areas of the world are more prone to extreme climatic conditions and, as well as security, the travel and tourism industry has an obligation to provide advice and information to its customers. For example, it is increasingly common for the Caribbean area and parts of Central America to experience hurricanes in the latter part of the summer. Similar events, such as typhoons, monsoons, occur in parts of Asia and other areas. Heavy rain can cause widespread flooding, landslides, and the spread of disease.

The Earth's crust is not stable, and from time to time dramatic events such as volcanic eruptions can take place. Earthquakes which take place under the seabed can cause tsunamis. In 2004, devastated parts of Asia on Boxing Day 2004, when tens of thousands of people, including many tourists, were killed.

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Although the world's climate can have a sudden and dramatic impact, it is also becoming aware of its role in producing greenhouse gases which have accelerated in which tourist activity has resulted in negative environmental impacts.

As the world's climate gets hotter, a number of consequences are beginning to be felt. Warmer temperatures in the Alps and other mountain areas are resulting in less snow, creating uncertainty as to the quality of snow required for winter sports. Also, record high temperatures can be 45 degrees centigrade in the summer, deter tourists from taking part in activities. Additionally, hotels have been obliged to invest in air conditioning and take other measures to ensure guests are comfortable. Lastly, it is increasingly likely that further hurricanes will be experienced as sea temperature continues to rise year on year.

The twenty-first century has seen a more concerted attempt to reduce carbon emissions through the design of aircraft to make them more efficient and developing new fuels which are more sustainable. There is also a greater awareness of the need to ensure that tourism activity does not damage the destination and the environments in which it takes place. Sustainable tourism implies that a destination at some point in the future will get the same experience as someone visiting today. It has not been the case in the past! Mass tourism in the 1970s turned small fishing villages into massive resorts teeming with package holidaymakers. The natural environment and local culture was completely overwhelmed. For the last 20 years or so, there has been a growing awareness of the negative impacts of tourism and of the need to ensure that tourism development is sustainable for future generations.

Research activity

Investigate the growth of a location such as Benidorm or another Spanish mass tourism resort over the past 40 to 50 years.

How has the area changed?

What first prompted the major shift to tourism? (e.g. a particular hotel, a specific event?)

What are the positives and negatives surrounding the growth in tourism? Consider the view of both the locals and the tourists, and also the original local community and the local community now. How might local opinion be different now than in the past?

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D3 - Responses of travel and tourism

There can be no doubt that the travel and tourism has undergone, and is continuing to, change due to the range of factors, discussed above, over which it has no control. Perhaps the most significant change in the travel sector more than any other sector of the industry. The traditional way of booking travel products was to go to a retail travel agency. Once the customer had decided which products they wanted, the travel agent would contact the tour operator and make the necessary arrangements. The agent was payable to the agent. Flights and other travel products were booked in the

Competitive pricing

Since the end of the twentieth century, CRS systems, GDS systems, the growth of online bookings have changed the way in which holiday and other travel products are sold. Retail travel agents have had to become more competitive, often by accepting lower rates of commission from principals. Many have become specialists and focusing on a particular destination or type of holiday, providing information and advice to customers. In order to maintain the reputation of the industry, trade associations such as ABTA has become vital in order to ensure the financial

Adopting new technologies

Organisations in all sectors of the travel and tourism industry have had to come to terms with technology, with its benefits and possible drawbacks. All organisations now need websites and possibly Facebook and Twitter accounts to communicate with their customers. With technology, legislation and compliance is paramount. Organisations need to ensure that they have staff who are fully trained and competent to use the latest technology and to address the issues relating to data security.

Increased research

Travel and tourism organisations now have access to far more data than they did in the past. Data is collected by the International Passenger Survey and analysed by VisitBritain, the UK's official tourism body. In order to survive in the future, travel and tourism organisations will need to understand the value of the data available to them and use this data to plan for the future.

Product diversification and specialisation

The travel and tourism industry has to understand that it has to reach new markets to remain competitive. This is especially the case with high street travel agents. They may offer a 'one-stop' package, or build their own holiday, directly through the travel principals, such as tour operators. Although the 'do-it-yourself' option does not have the same level of financial security as a traditional package sold by a travel agent, many tourists are now comfortable with making their own arrangements online and taking the paperless travel option.

Security

The travel industry and its customers have accepted that there is an increasing need for security measures, often using the latest technology, have been installed in airports and other key transport hubs. Customers are now used to undergoing security checks before boarding a plane, and concert venues and sporting events.

Additionally, travel and tourism organisations are increasingly aware of the need to protect their customers against cyberattacks. Large organisations, such as airlines, hold a great deal of data on their customers. This data has to be protected by secure firewalls to prevent it from being hacked by criminals. All travel and tourism organisations have to comply with new Regulations (GDPR) which are designed to revise the collection and use of personal data.

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