
Unit 1: Introducing Travel and Tourism

[AS level, mandatory, externally assessed]

CONTENTS

1	Overview of this unit	2
2	When to teach the unit and enter for the examination	2
3	Suggested delivery plan	3
4	Language of testing and preparation for the examination	3
5	Induction exercise	4
6	Teaching strategies	5
7	Resources	46

Appendices

See files in folder: [TT unit1 appendix](#)

1 OVERVIEW OF THIS UNIT

The aim of this unit is to study the travel and tourism industry in the UK, and to provide an overarching understanding of the industry that will lay the foundations for all other units in the AS GCE and GCE qualification.

Candidates will need to study all the areas of the travel and tourism industry as outlined in the *What You Need to Learn* (WYNTL) section of the unit specification.

Candidates need to investigate the reasons for the rapid growth in the modern travel and tourism industry and understand why it is commonly referred to as ‘the world’s biggest industry’. The UK travel and tourism industry is made up of a wide variety of commercial and non-commercial organisations that interact to supply products and services to tourists, these organisations need to be understood and studied by candidates. Candidates need to develop appreciation of the different values and attitudes of these organisations in travel and tourism. Candidates need to learn about the present significance of the industry to the UK economy i.e. the scale of the travel and tourism industry. Candidates need to ensure they have an understanding of the development of the modern travel and tourism industry and fully understand its structure.

Within this unit candidates should develop vocational skills related to the travel and tourism industry. In particular, selecting and interpreting appropriate data, problem solving and understanding and applying industry related terminology.

2 WHEN TO TEACH THE UNIT AND ENTER FOR THE EXAMINATION

It is important that candidates begin their GCE in Travel and Tourism with an introduction to the industry. This is an opportunity to teach some of the sections of this unit as part of the induction programme for the course.

The examination is available in January and June of each year. It would be advisable for candidates to be entered for the June examination, as during the course of their AS studies into other areas of travel and tourism, they can absorb and learn a great deal of knowledge relevant to Unit 1.

Areas of study directly related to the content of Unit 1 are:

- Unit 3 *Travel destinations*, the WYNTL section on changes in popularity of travel destinations looks at the economic, social & political, environmental & geographical considerations covers many of the aspects of the Development of the Modern Travel and Tourism Industry in Unit 1.
- Unit 4 *International travel* has many areas in the WYNTL that will assist in the teaching of Unit 1, specifically air, sea, rail and road transport; the departure points from the UK and major transport terminals; hotels, destination venues ; travel agencies; TICs; tour operations all relate to the Structure of the travel and Tourism Industry. Consumer issues relating to legislation and factors influencing international travel also cover areas of the Development of the modern Travel and Tourism Industry in Unit 1.
- Both Unit 5 *Tourist attractions* and Unit 7 *Hospitality* cover areas in the structure of travel and tourism, so if these optional AS units are chosen it would ensure that the knowledge and understanding required for the Unit 1 examination in these areas are fully covered.

- Unit 6 *Organising travel* has sections in the WYNTL on *Different Providers and Methods of Organising Travel* and *Products and Services Offered by Providers* relevant to the study of the structure of the travel and tourism industry for Unit 1.
- Unit 8 *Working overseas* requires the candidate to study the companies that offer jobs overseas, and the implications of the law for working overseas. This will assist in coverage of parts of the development of the travel and tourism industry and the structure of the industry, required for Unit 1.

Some centres may wish to enter their candidates in the January for examination practice purposes, but this would depend on the examination policy of individual centres.

3 SUGGESTED DELIVERY PLAN

As the unit is examined, the order in which the various sections of the WYNTL are taught are not as important as the portfolio units. The way in which this unit is approached will very much depend on the prior learning in travel and tourism that the candidates have undertaken.

4 LANGUAGE OF TESTING AND PREPARATION FOR THE EXAMINATION

The examination consists of a **1.5** hour paper, with pre-released materials.

Candidates need to become familiar with the pre released materials as soon as they arrive at the centre. It is suggested that these are carefully studied in order to see what areas of travel and tourism are likely to be in the question paper.

AO1 requires demonstration of knowledge, understanding and skills of the WYNTL content of the Unit 1 specifications. There will be questions requiring definition and explanation of terminology e.g. AONBs, serviced accommodation, TICs etc.

AO2 requires application of knowledge, skills and understanding of the WYNTL. The paper will include questions relating to the interpretation of data, information and statistics from the case study materials, as well as the use of examples with which the candidates are familiar.

AO3 and AO4 are analysis and interpretation marks. These will require the case study material to be used to relate to issues in travel and tourism, such as the developments in the industry (e.g. growth of technology) and how the case study illustrates these.

The language of testing is one which the candidates should become familiar with:

- **Describe** requires a description; **explain** requires an explanation to be given, so a one word answer will not suffice in answers to these questions.
- **Discuss** will need a balanced argument to be produced that looks at both sides of an issue.

5 INDUCTION EXERCISE

A good starting point is the candidates own experience. Get them to think about think about the following:

- Where did they go on holiday last?
- Was it in the UK or abroad?
- How did they travel?
- What type of accommodation did they stay in?
- What did they eat and drink?
- What activities did they do on holiday?
- How was the holiday organised / booked?

From this activity travel and tourism terminology can be established.

If the holiday was in the UK they were a **domestic tourist**, if abroad they were an **outgoing tourist**.

The destination, if abroad may have been **long haul** or **short haul**; in the UK it may have been a **short break** or **VFR**.

Different methods of **transportation** by **land**, **sea** and **air** may have made up part of the holiday.

They may have travelled using **principals** owned by large **private sector** companies.

The **accommodation** used may have been **serviced** or **self – catering**, a **four star hotel** or a **camp site**, you may have had **half board** or **all inclusive** meal plan.

Whilst on holiday they may have visited **natural** and **built tourist attractions** and used the services of a local **TIC** or **guide**.

The holiday may have been booked through a **travel agency**, or **direct** with a **tour operator**.

6 TEACHING STRATEGIES

The following suggested activities link to the four topics detailed in the *What You Need to Learn* section of the Unit Specification:

- the nature of travel and tourism;
- the scale of the travel and tourism industry;
- the development of the modern travel and tourism industry;
- the structure of the travel and tourism industry.

6.1 The nature of travel and tourism

Activity 1

Definitions:

- **Travel** = how people get to their destination and how they travel around the area once they are there
- **Tourism** = the temporary short- term movement of people to destinations outside the place where they normally live and work, and activities during their stay at these destinations; it includes movement for all purposes, as well as day visits and excursions.

Gather definitions of 'travel' & 'tourism'

Use all resources available, dictionaries (including subject specific ones) text books (including Geography texts), the Internet etc.

This will be a good opportunity to reinforce research skills with students, asking them to find out definitions, state the source they came from and then create their own definition. These definitions could all be written on 'post-it notes' and displayed in the teaching area for future reference.

Activity 2: the main types of tourism

Teaching the terminology alone is dry, so the use of statistics, data and case studies to illustrate the main types of tourism could be used.

Research the figures for the purpose of tourism to Scotland, Wales and Northern Ireland.

The statistics to illustrate this can all be found on www.statistics.gov.uk and on www.staruk.org.uk.

Purpose of Tourism in England 2002				
	UK residents		Overseas residents	
	Trips (millions)	Spending (£ million)	Visits (millions)	Spending (£ million)
Holidays	79.8	13 252	6.7	3 098
Business	19.1	4 416	5.6	3 276
Visiting Friends and Relatives	33.7	2 810	5.8	2 210
Other	2.2	309	2.4	1 730
All Purposes	134.9	20 788	20.5	10 313

Source: United Kingdom Tourism Survey and International Passenger Survey (www.staruk.org.uk)

Compare and contrast these figures with those for England in the table above and attempt to explain any differences.

Activity 3

Definitions

- **Domestic tourism** = residents of a country travelling only within their own country.

Holiday Tourism in England 2002			
	UK residents		
	Trips (millions)	Nights (millions)	Spending (£ million)
Holidays 1-3 Nights	51.2	97.9	6 778
Holidays 4-7 Nights	22.1	117.0	4 812
Holidays 8+ Nights	6.4	66.0	1 662
Total Holidays	79.8	280.9	13 525

Source: United Kingdom Tourism Survey (www.staruk.org.uk)

Domestic tourism to England is illustrated in the table above.

Analyse the figures; what does this show about the type of holiday taken by domestic tourists?

Candidates need to fully understand domestic tourism, the length of holidays, the type of destination etc.

A useful activity is to select a traditional sea side resort in the UK, to look at the changes that have taken place in respect of domestic tourists and how the resort has responded by creating more attractions etc.

Activity 4

Definitions:

- **Inbound tourism** = overseas residents visiting the UK
- **Overseas visitor** = a person who, being permanently resident in a country outside the UK, visits the UK for a period of less than 12 months.

Top Towns Visited by Overseas Residents 2002	
City/Town	Visits (thousands)
London	11,600
Edinburgh	850
Birmingham	670
Manchester	590
Glasgow	400
Oxford	390
Bristol	310
Cambridge	280
Cardiff	280
Newcastle-upon-Tyne	240
Brighton/Hove	230
York	230
Bath	200
Nottingham	200
Liverpool	190
Inverness	180
Coventry	160
Reading	150
Canterbury	150
Leeds	140

Source: International Passenger Survey (www.staruk.org.uk)

Plot the location of the top towns/cities visited by overseas residents on a blank map of the UK. Research the main attractions for overseas visitors in each location. Discuss the other reasons why these cities/towns are the most visited (think about the reasons for travel to the UK by overseas visitors).

Gather statistics for overseas visitors to the UK that show average spend per trip. These figures vary greatly between different countries of origin and reasons for travel. Which type of tourism do you think the British government wishes to encourage the most? Suggest ways in which they can achieve this.

Candidates need to fully comprehend the reasons why overseas visitors come to the UK. It is also useful to introduce the concept of 'balance of payments' at this point, to show how important overseas visitors are to the economy of the country.

Activity 5

Definitions:

- **Outbound tourism** = UK residents taking holidays outside the UK

The major destinations for UK tourist are located in the International Passenger Survey.

The top 6 short-haul destinations are: Spain, France, Greece, Portugal, Italy and Cyprus.

The top long-haul destinations are: USA, Commonwealth Caribbean, Africa (excluding North Africa and South Africa) , Canada, Middle East , Australia

Mark these destinations on an outline map of the world. Find the total number of UK tourists who visit these destinations.

Candidates need to interpret data on where UK residents take holidays outside the UK. The data would be the total number of visits, number of nights spent, reason for visit, spending, method of travel etc. All the information is available in [Travel Trends – A Report on the International Passenger Survey](#), which can be downloaded from www.statistics.gov.uk.

Activity 6: the main reasons why people travel.

Candidates need to understand the different reasons for travel. This does not need an in depth understanding of motivational behaviour, but the 3 main categories of VFR, business and leisure.

This case study reviews the holiday purchasing patterns of UK consumers. It includes short breaks and long holidays both at home and abroad.

Explain the difference between short breaks and long holidays.

Explain the difference between domestic and outgoing tourism.

The international travel and tourism market has been unstable in recent years with a number of unforeseen events having an impact on the market. Some of these have affected the international travel market overall, others have had more impact on the UK outbound market and some have had more affect on the domestic market. Since 1999, major influences on the market have included:

- the abolition of duty free sales;
- fuel blockades at UK petrol stations;
- the restrictions imposed on the rail network after the Hatfield disaster;
- the events of 11th September 2001;
- the foot-and-mouth outbreak;
- severe acute respiratory syndrome (SARS);
- the Iraqi war.

What impact has the abolition of duty free sales has on cross channel ferry crossings?

How do rail disasters affect the traveling public?

Despite the instability caused by these events, the underlying trend in the demand for holidays continues to move ahead of the growth in gross domestic product (GDP) and disposable income. The breaking down of border restrictions, the increasing interest in travel as a leisure activity, the fall in the real cost of travelling and the change in modern lifestyles are all factors that are driving demand. This, combined with the growth in the value of sterling, has had a positive effect on outbound holidays, which are growing at a faster rate than domestic holidays.

Explain what is meant by GDP and disposable income. How does disposable income influence the travel and tourism industry?

Explain the reasons why outgoing tourism is increasing at a faster rate than domestic holidays.

UK consumers expect more choice, variety and individuality and the market panacea of 'pile them high, sell them cheap' is no longer a recipe for success for the holiday market in general, and for the outbound holiday market in particular. Although mass-market sun and sea holidays are still the bedrock of the outbound holiday market, it is specialist holidays targeted at particular market segments that are the key to profitability. Many of the major outbound tour operators offer large portfolios providing a range of different product brands targeted at different markets.

Which areas of the outbound holiday market are the most profitable? What implications does this have for tour operators?

The driving force behind the underlying growth in the UK holiday market is the increasing level of repeat purchases or multi-holidaymaking in any year. Since 1999, the percentage of UK adults taking an annual holiday has not changed significantly, with the exception of 2003. The growth in multi-holidaymaking has stimulated the market for short holidays in the UK, while long holidays in the UK have remained more or less on a plateau. Outbound holiday growth has been much more dynamic than domestic holiday growth with long and short holidays each showing increases. Much of the growth in short holidays abroad has been stimulated by the establishment and expansion of low-cost airline services.

What has been the main change in patterns of holiday making by the British in the last few years? Find statistics to support your answer.

Activity 7

Definitions:

- **Leisure travel** = covers holidays, short breaks and day visits to tourist attractions, it included all recreational travel.

Candidates need to show that they understand what is meant by leisure travel, and the different types such as: day trips and visits; short breaks; long holidays; and the different destinations to which these take place e.g. seaside resorts, resort complexes, short haul and long haul destinations etc.

The two tables below show holiday spending and number of trips by domestic tourists.

Work out the average spend per holiday trip. How does this compare to spending by VFR, business trips and overseas visitors?

Analyse the trends in spending and number of trips over the period. Think of reasons for these trends.

Think of what the spending will be on for holiday trips. How would this differ from business travel and VFR?

Explain likely differences in spending by domestic and overseas visitors on holiday travel.

Holiday Tourism Trips (millions) 1995-2002				
	UK	England	Scotland	Wales
1995	93.53	70.41	11.84	8.99
1996	92.97	66.96	13.47	9.85
1997	101.66	74.95	15.09	9.43
1998	93.13	69.53	12.73	9.22
1999	105.51	81.43	12.11	9.57
2000	105.98	82.73	12.29	9.44
2001	101.20	80.10	11.50	8.30
2002	101.71	79.82	11.97	8.84

Source: United Kingdom Tourism Survey (www.staruk.org.uk)

Holiday Tourism Spending (£ million) 1995-2002				
	UK	England	Scotland	Wales
1995	13,164	9,304	1,899	1,207
1996	13,897	9,414	2,227	1,389
1997	15,602	10,758	2,496	1,291
1998	14,978	10,726	2,214	1,307
1999	16,475	12,060	2,280	1,265
2000	16,494	12,413	2,317	1,196
2001	17,016	12,988	2,298	1,243
2002	17,352	13,252	2,469	1,196

Source: United Kingdom Tourism Survey (www.staruk.org.uk)

Activity 8

Definitions:

- **Business travel** = all travel for business purposes. This may be a meeting, conference, exhibition or trade fair.

Candidates need to understand the different reason for business travel and the different demands of business travellers from leisure travellers. The type of transportation, accommodation and services provided at destinations for business travellers need to be studied.

Case Study: business travel

Although leisure tourism represents by far the largest sector of the world travel and tourism market, there are many countries where business trips make up a significant proportion of total foreign visitor arrivals. This means that business travel, while having a much smaller share of the total travel market than leisure travel, constitutes an important industry in its own right. 2001 was a year that saw several crises affecting travel demand, including the foot-and-mouth epidemic and the economic slowdown in the UK, together with the US terrorist attacks of 11th September. Some of these events, notably the foot-and-mouth crisis, had a more serious effect on leisure travel than on business travel. The events of 11th September seriously affected the market for overseas business travel to the UK and, to a lesser extent, the UK market for business travel overseas, but had little effect on UK domestic business travel. Immediately following the terrorist attacks in the US, there was a dramatic decline in international business travel by air, but this has now recovered. Other difficulties suffered by the UK business traveller, during 2001 included the disruption to services caused by the need to carry out work on the UK rail infrastructure, following several

serious accidents. Rail travel through the Channel Tunnel did not suffer from such problems, although there were some delays caused by industrial relations disputes and some relatively minor technical difficulties. Deregulation in the air transport industry has led to increased price competition and other forms of marketing activity in business travel markets. Initiatives, adopted by airlines and hotel groups alike, include frequent-flyer and customer-loyalty schemes targeted at business travellers, which make up the core of the frequent traveller market. Hotels and airlines, especially the 'no-frills' carriers, are making increasing use of the newer technologies to market and distribute their services. Network Rail and individual rail operating companies, including Eurostar, also provide timetable and fares information and sell tickets via the Internet. Electronic ticketing (e-ticketing), a system particularly favoured by the no frills low-cost airlines, is being increasingly adopted and is particularly appropriate where online bookings are made. Although the question of UK adoption of the Euro continues to be a major issue in UK politics, it is likely that, from the corporate travel viewpoint, the short-term effect of such a move would be favourable, reducing the costs and inconvenience of currency conversion, and enabling a closer cross-border comparison of hotel and other prices. Longer term, the likely impact of this move on domestic and intra-European travel would depend on the strength of the Euro. Contrary to public perception, business travellers frequently do not travel in business class when flying. Low-cost, no-frills carriers are growing in importance in the UK business travel market, with a high proportion of business travellers who have not yet used such services being prepared to contemplate doing so in the future. Constraints on the growth of business travel have been apparent for many years. They include limits on European airport and air traffic control capacity, UK road congestion, problems with the financing of needed investment in the UK's railway infrastructure and the maintenance of the existing track and signalling system.

Activity

Use the case study on business travel to answer these questions:

- What events in 2001 had an impact on business travel?
- Explain why the events of September 11th. did not affect domestic UK business tourism.
- Explain why Internet booking for travel is preferred by business travellers.
- What are the benefits of e-ticketing for business travellers?
- Why would business travellers favour the introduction of the euro to the UK?
- What constraints are there to the growth of business travel?

Exercise

The tables below show business travel spending and number of trips by domestic travellers.

Work out the average spend per business trip. How does this compare to spending by holiday visits, VFR and overseas visitors?

Analyse the trends in spending and number of trips over the period. Think of reasons for these trends.

Think of what the spending will be on for business trips. How would this differ from VFR and holiday travel?

Business & Work Tourism Trips (millions) 1995-2002				
	UK	England	Scotland	Wales
1995	19.90	15.79	2.66	1.35
1996	22.23	17.44	2.99	1.27
1997	20.74	16.20	3.19	0.93
1998	18.90	14.33	3.63	1.07
1999	22.88	18.56	2.73	1.25
2000	23.67	19.09	2.87	1.28
2001	22.80	18.40	2.80	1.30
2002	23.25	19.11	2.84	0.96

Source: United Kingdom Tourism Survey (www.staruk.org.uk)

Business & Work Tourism spending (£ million) 1995-2002				
	UK	England	Scotland	Wales
1995	3,928	3,006	559	247
1996	4,912	3,686	705	242
1997	5,006	3,754	870	159
1998	4,498	3,216	878	196
1999	5,312	4,038	857	233
2000	5,641	4,321	909	233
2001	5,670	4,435	765	282
2002	5,552	4,416	839	166

Source: United Kingdom Tourism Survey (www.staruk.org.uk)

Activity 9

Definition:

- **VFR** = Visiting friends and relatives, such travel as visiting grandparents for a day, or staying with friends for a week.

Candidates need to understand the importance of VFR, on terms of domestic, incoming and outgoing tourism.

Exercise

The tables below show VFR spending and number of trips by domestic tourists.

Work out the average spend per VFR trip. How does this compare to spending by holiday visits, business trips and overseas visitors?

Analyse the trends in spending and number of trips over the period. Think of reasons for these trends.

Think of what the spending will be on for VFR trips. How would this differ from business travel and holiday travel?

Visiting Friends & Relatives Spending (£ million) 1995-2002				
	UK	England	Scotland	Wales
1995	2,376	1,864	234	107
1996	2,338	1,916	239	130
1997	2,663	2,158	247	137
1998	2,755	1,976	304	157
1999	3,033	2,378	332	199
2000	3,179	2,521	342	199
2001	2,999	2,513	306	124
2002	3,428	2,810	331	166

Source: United Kingdom Tourism Survey (www.staruk.org.uk)

Visiting Friends & Relatives Trips (millions) 1995-2002				
	UK	England	Scotland	Wales
1995	29.72	24.12	2.46	2.24
1996	33.75	28.58	2.49	2.22
1997	34.67	30.19	2.28	1.68
1998	32.41	27.89	2.05	1.82
1999	39.59	33.56	3.11	2.34
2000	40.58	34.42	3.21	2.41
2001	36.50	31.20	3.00	1.80
2002	39.60	33.71	3.31	1.93

Source: United Kingdom Tourism Survey (www.staruk.org.uk)

6.2 The nature of travel and tourism: the unique characteristics of the industry

Activity 1

Definitions:

- **Seasonality** = the regular fluctuation in tourism demand over the course of a year

Seasonality is a relatively straightforward concept for candidates to understand, and these are plenty of examples that can be found to illustrate this.

Exercise

Research the opening times and dates and the prices of the following attractions:

- Alton Towers
- Legoland Windsor
- Stonehenge
- The Eden Project
- The London Eye

What does this tell you about the seasonality of attractions?

Exercise

Choose a single page from a holiday brochure illustrating an exotic island location (such as the Maldives; easily available from travel agents). Look at the pricing structure over the year. What does this show you about the seasonality of this destination?

Seasonality of Tourism in England 2002		
	UK Residents % of Trips	Overseas Residents % of Visits
Jan, Feb, Mar	21	19
Apr, May, Jun	26	26
Jul, Aug, Sep	29	30
Oct, Nov, Dec	24	24

Discuss the figures in the table above and show what they show about the seasonality of travel and tourism in England.

Activity 2

Definitions:

- **Perishability** = a feature of travel and tourism products. An airline seat, coach seat or theme park ticket for use today cannot be resold tomorrow.

Candidates need to understand the concept of perishability in travel & tourism.

This can be illustrated by the candidates researching 'late offers' in the windows of travel agencies, offers on the web (e.g. www.lastminute.com and travel agency websites) and Teletext. These will show holidays packaged by tour operators which need to be sold as failure to do so will incur loss of revenue.

Other ways to illustrate this are chain hotel special offers for leisure customers, for example Marriott Escape! (www.Marriott.co.uk) which offers discounts for weekend breaks in many of its hotels for a discounted rate.

Low cost, no frills airline follow the same principle, offering cheap prices a long time in advance to try and fill their seats.

Activity 3

Definitions:

- **Intangibility** = travel and tourism is a service rather than a tangible good, this means it is intangible.

Candidates need to be fully aware of what the terms tangibility and intangibility mean in the context of travel and tourism.

Activity

Provide the candidates with a copy of a page from a holiday brochure illustrating an exotic island or beach location (such as the Maldives) that includes an internal picture of the accommodation, and a range of available rooms including those without sea views.

The pictures illustrate the idyllic soft sandy beaches. How could these be different on arrival from the brochure description?

A room is also illustrated in the brochure. How might some of the rooms differ from that illustrated?

The all inclusive package does not include all the activities available. How does this illustrate the intangibility of the travel and tourism industry?

6.3 The scale of the travel and tourism industry

The growth in international and domestic travel and tourism has been dramatic. Figures from the World Tourism Organisation (WTO) for 2002 stated there were 703 million International Tourist Arrivals, climbing from 25 million in 1950 and 592 million in 1996. The WTO also estimates that the value of domestic tourism worldwide is approximately ten times greater than that of international tourism.

Skills required:

- number skills – understanding and using percentages, decimals, fractions, ratios, arithmetical operations, ways of representing large numbers, conversion between systems of units, understanding average values
- reading and interpreting tables, graphs, charts, diagrams, maps

It is estimated that, in 2003, the total UK tourism market (excluding day trips) was worth £60.15bn, a rise of 2.8% on 2002. Between 2000 and 2003, the revenues generated by UK travel agents and tour operators rose gradually, by 6.6%, to £41.23bn. The majority of this revenue (91.4%) was derived from outbound travel arrangements and packages. Between 1999 and 2003 adults who took a holiday in the last year remained fairly constant and rose by 3.2 percentage points to 65%.

Consumer spending in UK on travel & tourism

Candidates need to study statistics, both from a national and a local level, that show consumer spending on travel and tourism. Statistics are available for domestic, incoming and outgoing tourism. Concepts such as the multiplier effect and leakages are not required for this unit, but it may be interesting to introduce these to candidates as they help to demonstrate the economic impact of spending on travel and tourism. An understanding of the balance of payments and tourism's contribution to GDP is expected.

Tourism is worth £75.9 billion to the UK economy and accounts for 4.4% of GDP.

Value of Tourism to the UK 2002		
	£ billion	Source
Spending by UK residents (overnight stays)	26.7	United Kingdom Tourism Survey 2002
Spending by overseas residents	11.7	International Passenger Survey 2002
Day trips by UK residents	34.2	UK Day Visits Survey 1998
Fares to UK carriers	3.3	Department for Culture, Media and Sport
TOTAL	75.9	

Activity 1

Investigate the economic importance of tourism to either your local area or your nearest significant tourist town. You will need to gather tourism statistics either from the regional tourism organisation, the TIC or your local council.

Activity 2

The Annual Business Inquiry, Office for National Statistics uses the following Standard Industrial Classification (SIC) codes when measuring employment in tourism-related industries:

- 551/552 – Hotels and other tourist accommodation
- 553 – Restaurants, cafes etc.
- 554 – Bars, public houses and nightclubs
- 633 – Travel agencies & tour operators
- 925 – Libraries/museums and other cultural activities
- 926/927 – Sport and other recreation

Use the table below to analyse the differences in the numbers working in travel and tourism related industries in the regions of Britain. Draw conclusions from your analysis.

Candidates need to understand the numbers employed in travel and tourism at both a local and a national level. Some understanding of the type of employment in the industry is required, although the nature of employment does vary considerably in different areas of the industry. Many of the jobs are permanent e.g. working as a travel consultant in a high street travel agency, but this can be either full-time or part-time. Because of the seasonality of the industry many travel and tourism organisations require more staff in the period between May and October – these are seasonal staff, who are only employed for that summer season. Because it is a service industry serving the needs of customers there may be a need to work shifts, and some unsociable working hours are required in many parts of the travel and tourism industry. The busiest time for many travel and tourism organisations tends to be at the weekends and in the evenings (part-time jobs are sometimes available to fill these).

Employment in Tourism-Related Industries by Country 2001						
	551/552	553	554	633	925	926/927
ENGLAND	269 617	455 810	464 309	113 189	64 490	229 148
Cumbria	6 843	4 409	4 192	546	720	3 013
Northumbria	9 387	16 618	24 278	3 016	2 637	15 097
North West	27 858	51 491	64 376	15 814	6 957	38 540
Yorkshire	23 217	38 094	48 403	6 223	8 373	33 492
Heart of England	44 272	72 079	102 993	13 532	10 692	61 217
East of England	25 566	45 383	46 492	12 359	5 172	36 541
London	48,050	121,63	58,364	34,156	14,689	54,108
South East	19,538	37,134	36,063	14,454	4,847	27,727
Southern	26,555	36,650	39,527	7,308	5,119	38,107
South West	38,330	32,322	40,620	5,778	5,285	21,304
SCOTLAND	51,330	49,824	40,755	8,855	8,350	38,284
WALES	17,837	20,730	27,244	3,146	3,908	16,597
GREAT BRITAIN	338,78	526,36	532,30	125,19	76,748	384,02

Source: Annual Business Inquiry, Office for National Statistics (www.staruk.org.uk)

Number of incoming tourists

Distribution of Tourism in England (Overseas Residents) 2002		
	Visits (millions)	Spending (£ million)
Cumbria	0.18	41
Northumbria	0.53	169
North West	1.37	466
Yorkshire	0.86	303
Heart of England	2.59	881
East of England	1.66	616
London	11.60	5 788
South West	1.43	526
Tourism South East	3.85	1 504
England Unspecified	0.07	19
TOTAL ENGLAND	20.54	10 313

Source: United Kingdom Tourism Survey, International Passenger Survey, Office of National Statistics
(www.staruk.org.uk)

Activity 3

The table above shows the number of incoming tourists to England. Use the staruk website to find out the numbers figures for Scotland, Wales and Northern Ireland.

Work out the average spending per visit in each region.

The importance of incoming tourism needs to be stressed to candidates. Inbound tourism generates money for the UK, it is an export, but described as invisible as it is a service rather than a physical product (this can be related to the intangibility of travel and tourism). Most overseas visitors to the UK are Western Europeans, the French visit the most but the Germans spend more. The Americans are the highest spenders of all overseas visitors. One in the UK the spread of tourism varies greatly, London, not surprisingly is the most popular destination, not just because it is the capital city, but it is also an international gateway to the UK with five international airports.

Origin of Tourists to England 2002	
	% Visits
USA	16
France	12
Germany	10
Irish Republic	8
Netherlands	5
Spain	4
Italy	4
Australia	3
Belgium	3
Canada	3
Other Countries	32
TOTAL	100

Source: International Passenger Survey (www.staruk.org.uk)

Draw a pie chart to show the % in the table above. Suggest reasons for the relative proportions from each country. Research the figures from the staruk website for Wales, Scotland, and NI. Are there any major differences between the countries of the UK?

Number of domestic tourists

Activity 4

The United Kingdom Tourism Survey (UKTS) gives figures for domestic tourism in the UK.

Holiday tourism is divided into 1-3 nights and 4+ nights, there is also a classification for business & work tourism and visiting friends & relatives

Candidates need to be able to read, understand, analyse and interpret the statistics provided on domestic tourism.

Number of outgoing tourists

Activity 5

The number of outgoing tourists is clearly identified in Travel Trends.

Candidates should be aware that outbound tourists spend money outside the UK economy (an invisible import); British tourists benefit the Spanish or French economy when they are buying hotel accommodation, drinking wine and purchasing other goods and services to enjoy their stay in those countries. Outbound tourism continues to grow; the result is that British tourists now spend more money abroad than is spent by overseas tourists in the UK. Therefore there is a balance of payments deficit, which is a matter of concern to the British economy.

Local scale of the travel and tourism industry

Activity 6

This aspect of scale may relate to the locality in which the school/college is situated, or another destination could be the focus.

Candidates need to become familiar with the figures that can be gained at a local scale e.g. many TICs produce statistics relating to the number of users and type of enquiries; tourist attractions will have attendance figures etc.

6.4 The development of the modern travel and tourism industry

A good way in which to introduce this is to produce a timeline of the major developments since the end of WW2. This can either be an individual or group activity.

There are a wide range of useful video resources that look at developments in the industry; ITV's *Some Like it Hot* is very helpful in explaining the changes in customer expectations and trends in holidays in the 1950s and 60s.

Changing socio-economic factors

Candidates need to understand that socio-economic is the term given to the combination of social and economic factors. Many socio-economic factors have contributed to the growth of the travel and tourism industry including:

- an increase in the time available for travel and leisure activities, including tourism
- an increase in disposable income for many people
- improved transport systems and greater personal mobility

Changes in car ownership

Candidates should understand that most people in the UK now have access to private cars which have made travel and tourism facilities, products and services more readily accessible.

Activity 1

Motor Vehicles Licensed 1992-2002			
Year	Private Cars (000s)	Light Goods Vehicles (000s)	Motorcycles, scooters and mopeds (000s)
1992	19 870	2 198	684
1993	20 102	2 187	650
1994	20 479	2 192	630
1995	20,505	2,217	594
1996	21,172	2,267	609
1997	21,681	2,317	626
1998	22,115	2,362	684
1999	22,785	2,427	760
2000	23,196	2,469	825
2001	23,899	2,544	882
2002	25,534	2,622	941

Source: The Department for Transport (www.dft.gov.uk)

Explain the effects increased access to road transport has had on the travel and tourism industry.

Increase in leisure time

Candidates need to understand the factors which have led to increase in leisure time e.g.:

- paid holiday entitlement
- longer life span
- shorter working week
- flexitime
- labour-saving devices
- early retirement

These, plus others, contribute to the fact there is more leisure time available.

Activity 2

Interview people of your parent and grandparents generation. Ask questions to establish the following information:

- How much leisure time did they have per week when they were your age?
- What labour-saving devices did they have, if any, in their households?
- When did they first have a car?
- Details of their first holiday – where did they go, how did they get there and what was it like?

Increase in disposable income

Definition:

- **disposable income** = household income that is left over when tax, housing and the basics of life have been paid out

Candidates need to show how this increase has led to increased expenditure on travel and tourism services and products.

Impact of national economy

Candidates need to understand how the national economic situation affects the travel and tourism industry. When there is money in the economy due to high levels of employment, growth in incomes and low inflation there is more money to spend on travel and tourism products and services. This can be measured by GNP which is the measure of a country's economic growth, calculated by adding the value of all goods and services produced to the net revenue from abroad. The reverse is also true, when there are high levels of unemployment and little growth, people do not spend money on travel and tourism.

Technological developments

It is not just the Internet that should be studied as a technological development.

Candidates should be aware of technological developments in the recent past, new products such as digital technology, mobile phones, and cash point machines. Travel and tourism has developed as a direct result of technological developments.

Developments in transport technology

Candidates should be aware of how improved transport technology has revolutionised passenger travel. Aircraft, ships and trains can today carry large numbers of passengers quickly, safely and cost effectively to their chosen destinations.

Case study: The Airbus A380

Use the following articles from the BBC news website (and relevant links from these pages) to answer the following questions.

new.bbc.co.uk/1/hi/business/1077412.stm

news.bbc.co.uk/1/hi/business/3687629.stm

news.bbc.co.uk/1/hi/business/4174729.stm

news.bbc.co.uk/1/hi/business/3692933.stm

news.bbc.co.uk/1/hi/business/4183201.stm

news.bbc.co.uk/1/hi/uk/3617407.stm

- How many more passengers can the Airbus A380 carry than the Boeing 747?
- Explain the advantages to passengers of having more space inside an airplane.
- Discuss the political issues involved with the development of the A380.
- Examine why some think that the demand for large aircraft is over.
- Assess the ways in which the development of the Boeing 747 affected air transport.
- Explain the reasons why the A380 is considered to be environmentally friendly.
- Describe the developments that need to be made at airports in order to accommodate the A380.
- Compare and contrast Boeing's and Airbus's opinions on the future trends in travel.

(Sunday supplements in National newspapers are ideal sources for case studies as they tend to provide more detail than news websites. Unfortunately we are unable to reproduce such material here for copyright reasons.)

Developments in ICT

In this section candidates need to show understanding of CRS (computer reservation systems) and GDS (Global Distribution systems) and the impact of the internet on travel and tourism.

Low-cost airline services are characterised by direct independent booking facilities via the Internet. Their operation has encouraged a growth in the use of the Internet for seeking information on travel and for booking transport and accommodation. The Internet is also an ideal distribution medium for many travel and transport requirements and allows direct bookings to be made to package-holiday operators.

Activity 3

Visit the website for Galileo www.galileo.com and use it to answer the following questions:

- What is meant by GDS?
- How many travel agencies are connected to the system?
- What are these travel agencies connected to via Galileo?
- What technology is used by Galileo?
- Where is Galileo's data centre located?

Product development and innovation

Candidates should research innovations and new products e.g.:

- holiday camps/Center Parcs
- package holidays
- long haul destinations
- short break
- conference facilities
- special interest holidays
- all inclusive holidays

Changing consumer needs and expectations

Candidates need to understand how changing consumer needs and expectations have led to major developments in travel and tourism. These factors have affected the package holiday market in particular; simple sun and sea holidays of the 1960s, which provided only basic accommodation and lack of flexibility, are not suited to today's consumer. Package holidays have been adapted to allow for flexibility, holidaymakers can now choose the type of accommodation, the board basis, the type of transport and the length of holiday. There has been a growth in self-catering packages and those which include car hire. More and more people travel independently, which reflects consumers growing confidence.

Second holidays have developed – skiing can be undertaken as a winter break in addition to a summer holiday, and the 1980s saw the development of the short break market, which has benefited the domestic market as well as breaks abroad (budget airline have been a catalyst for this).

Customers are also demanding holidays at other times of the year – winter sun holidays are now commonplace, cruising had developed as a mass market product, the all-inclusive holiday saw a rapid rise in the 1990s. Throughout all these developments the consumer has demanded higher standards of quality and customer service. Many are also becoming more environmentally aware, eco-tourism and sustainable tourism is a growth areas.

External factors

External factors are key to the development of the modern travel and tourism industry. These range from the actions of government to natural disasters, over which the industry has no control.

Legislation

It is not only UK government legislation that affects the travel and tourism industry. EU legislation also affects the industry. Candidates need to learn about the following pieces of legislation:

- Holiday with Pay Act 1938 (encouraged voluntary agreements by employers on paid holidays and generated the idea of a two-week paid holiday for all workers)
- Countryside and Rights of Way Act
- Development of Tourism Act 1969 (established the British Tourist Authority (BTA) which was set up to encourage incoming tourism from overseas visitors, and three National Tourist Boards (NTB))
- Disability Discrimination Act

Also relevant others such as:

- EU Directive on Package Travel 1995 (ensures that consumers of package holiday providers have financial protection)
- The Health and Safety at Work Act 1974 (HASAWA) (applies to workers in all areas of travel and tourism)

Candidates need to ensure that they are aware of the main pieces of legislation affecting travel & tourism, and the impact that it has on the industry and its customers.

The role of local authorities

Local authorities have had a major role to play in the travel and tourism industry. In 1972 the Local Government Act gave local authorities the power to develop tourist facilities and to promote their areas as tourist destinations. Many local authorities now have tourism departments which take responsibility for development of tourism and work closely with local groups and private sector organisations.

Activity 4

Research the ways in which your local authority takes responsibility for tourism development.

The role of government

Government intervention in travel and tourism varies considerably. Candidates need to understand that legislation, taxation etc. are decided upon by the government.

Candidates need to understand that government interventions are increasingly important to the travel and tourism industry, for example the introduction of air passenger duty (APD) introduced in 1997 added £10 to every flight from the UK to another European country and £20 for flights outside the UK.

Fluctuations in currency

Exchange rate is the amount of any given currency that can be purchased or sold against another currency. The exchange rate can play an important part in the expense of a holiday abroad. The exchange rate of foreign currencies is determined by the stock market and various other economic indicators. If the exchange rate of a country's currency is particularly poor, it may deter people from visiting.

Activity 5

Choose a foreign currency and keep a daily record charting its exchange rate. How much does it fluctuate over the course of a week and over a month?

In 1999 most countries of the European Union adopted a single currency, the Euro. The UK has opted to retain sterling for the near future. How has this affected the travel experience of people on the continent? How has it affected the UK travel industry?

Climatic change and natural disasters

The Asian tsunami would make a good case study as it will be a topic candidates are familiar with. Information on the tragic events can be obtained from news websites and newspaper articles (unfortunately we are unable to reproduce these here for copyright reasons). Relevant questions to discuss include:

- Discuss the communication problems tour operators had to deal with after the tsunami.
- Which type of accommodation was more likely to be damaged by the tsunami? Explain why.
- Explain the choices tour operators were giving travellers.
- Explain why insurance does not cover holidaymakers caught up in the tsunami.
- How many holidaymakers did the different tour operators have in the tsunami hit region?
- Explain the ways in which different tour operators dealt with the crisis.
- Evaluate the effect of the tsunami on holidaymakers planning to travel to tsunami affected regions.

War, civil unrest, terrorism and crime

Problems within or between countries lead to crises of civil unrest or states of war. Such problems seriously disrupt the tourism of the affected area, not only during the crisis but often for much longer as the area's public image has been tarnished by the fears of violence.

Activity 6

Look at a current newspaper and find reference to an area of the world which is experiencing civil unrest. Find out the advice given by the Foreign and Commonwealth Office to UK travellers (visit their website). Research how the crisis is being addressed by other organisations in the travel in tourism industry, such as the National Tourism Organisation of the affected area and UK tour operators.

Discuss the impact the terrorism attacks of September 11th 2001 had on domestic, outgoing and incoming UK tourism.

6.5 The Structure of the Travel and Tourism Industry

This is the meatiest section of the WYNTL for this unit. It is suggested that a glossary of terms is constructed to aid revision by the candidate, with relevant local and national examples for each section.

There are many ways of approaching learning for this section, but trips and visits would reinforce the vocational nature of the course and assist in the candidate's learning.

There is a wealth of information on the internet, in leaflets and other printed materials, and in text books. There are also many useful videos available, it is worth keeping an eye on the TV pages for relevant programmes. Even *Holidays from Hell* type programmes provide a lot of useful background information on aspects of travel and tourism.

Commercial organisations

The commercial or private sector involves business organisations owned by individuals or groups of people. Business organisations in this sector intend to operate for profit.

Candidates need to learn the different types of ownership in the commercial/private sector, and be aware that the situation regarding ownership is dynamic. For example until recently Moat House was a public limited company (PLC) with shareholders, but in the last year they have been brought out so it is now a private limited company.

Activity

Identify the types of facilities, products and services provided by each of these well-known private sector travel and tourism organisations:

- British Airways
- First Choice Holidays
- Hilton
- Stagecoach
- Tussauds Group

Public Limited Company (PLC)

The shares of a PLC must be tradable on a stock exchange. Stagecoach PLC for example is listed on the London stock exchange, meaning that the shares of the company can be bought and sold through the exchange. A PLC by law must have at least £50,000 in share capital to start up, but in practice a PLC will have a market value of millions. There are usually thousands of shareholders, who in theory control the company. Each year at the AGM directors are elected to represent the interest of shareholders. The directors will appoint managers to run the company, the most important one being the managing director.

Candidates need to show that they understand the motivations of PLCs, and recognise the big players in the travel and tourism industry.

Activity

Look at the financial section of a national newspaper and note all the PLCs listed in the shares column under the heading of leisure. What do you think they have in common in terms of defining and meeting objectives, funding or revenue generation and shareholder expectations? You may find it useful to obtain the annual report of a PLC as this often provides information on objectives, funding and shareholding. These are frequently available online for each PLC or available through the *Financial Times* website.

Private Limited Company

Private Limited Companies add Ltd. after their name. There is no open market for the shares of these companies and a private company can start up with as little as £2 in share capital.

Activity

Research private limited companies involved in travel and tourism.

Sole Trader

A sole trader is a business owned and controlled by one person. These are very common in travel and tourism.

Case Study 1

Jane Owen set up a sole proprietorship which she alone owned. She became the sole trader of a village shop and tearoom in a small village in Yorkshire. It has a lot of tourist trade in summer. The business cost £60,000. As Jane had no savings she had to borrow from the bank. Any profits made by sole traders are kept by themselves. Jane made £12,000 profit in her first year. One of the main disadvantages of being a sole trader is that the owner has unlimited liability. This means that the owner has to pay for any losses made by the business. If Jane had made a loss instead of a profit she might have been forced to sell the business to pay off the debt.

Case Study 2

Gary Gray bought the Dog & Guns two years ago. It is an 11-bedroom hotel which has a restaurant and a bar. It is situated in a quiet village in Shropshire. The locals use the bar. The hotel is used by tourists as well as business people attracted to it by its high quality service. The restaurant has a good local reputation for high quality food using local ingredients.

Gary bought the hotel for £600,000. Of this, £400,000 came from payment for an industrial injury, £140,000 from an inheritance and the rest was borrowed from a bank. He would like to expand the premises by providing a much bigger bar for the locals and turning the existing bar into a bar for those using the restaurant and the hotel. However, he does not want to borrow the £100,000 needed because of high interest charges.

Gary works from the time he gets up to the time he goes to sleep, seven days a week. He hasn't had a holiday since buying the hotel. He doesn't mind though as he enjoys running the hotel and feeling completely independent. He also enjoys managing the 15 staff, most of whom are part time workers.

The business is making a profit of about £40,000 a year with sales of about £600,000. Gary sometimes worries what would happen if the economy went back into recession.

Explain the advantages and disadvantages of Gary being a sole trader.

Select **two** problems that Gary faces as a sole trader running a hotel, and suggest ways of overcoming these problems.

Activity

Collect brochures of UK destinations. Cut out the advertisements for the businesses that are definitely sole traders (e.g. Maureen and Ben welcome you to their family-run tea room) to illustrate the concept.

Co-operative

A co-operative has shareholders, but the company is run with democratic principles; there is only one vote per shareholder rather than one vote per share.

Activity

Use the website www.co-op.co.uk to research the principles of TravelCare (part of the Co-op group)

Candidates need to understand how co-operatives have motives other than profit making for the owners as a goal, and that they prefer to concentrate on benefiting customers, or workers, or perhaps caring for the environment or a particular group in society.

Partnership

A partnership is a business in which the ownership is undertaken by several individuals. The law says that an ordinary partnership can have between two and 20 partners. Partners are the joint owners of the business. The partners have unlimited liability, which means they have to pay for any debts of the business, even if they have to sell their house and other valuable personal possessions.

Activity

Research travel and tourism companies that are partnerships

Non-commercial voluntary organisations

These are neither controlled by the state nor operated solely for profit. They have been formed because of some interest or need in the community.

Candidates need to understand the role that voluntary sector organisations have in the travel and tourism industry, and the ways in which the values and attitudes of these organisations differ from those in the public and private sectors. The objectives of the organisation needs to be studied, how these objectives are set, the ways in which the organisation is funded and generates revenue and how the needs of members or stakeholders are met.

Activity

Resources:

- www.tourismconcern.org.uk
- www.nationaltrust.org.uk
- www.yha.org.uk

Compare and contrast the objectives of Tourism Concern, The National Trust and the Youth Hostel association.

Non-commercial Public sector organisations

The State (e.g. central or local government) provides travel and tourism activities and facilities which exist to provide a service to the community.

At the local level, tourism officers in the UK local and unitary authorities work to promote their region as part of a wider economic development strategy. Creating a strong local tourism industry is particularly important as an alternative source of jobs to those areas whose traditional industries have declined, e.g. North East England.

As the regional tourism organisations are commercial organisations, the main focus of regional public sector organisations should be Regional Development Agencies (RDA) which were created in 1999. Although they only have small funds allocated from central government, they work to support regional tourism organisations.

In addition, there are several government departments that have responsibility for certain areas that affect tourism. For example, the Department for Transport which is responsible for aviation, railways, roads and The London Underground. Policies

developed by these departments can greatly influence, and be influenced by, British tourism (for example, the recent decision to set up an extra runway at Stansted).

Candidates must be familiar with www.visitbritain.com.

Activity

Research the funding of your local authority – try to find how much money they spend on travel and tourism, do you think this varies in different areas of the UK? What are the objectives of the local authority in providing provision for travel and tourism; does any of the provision also benefit the local community? What are the expectations of the council tax payers in respect of travel and tourism provision?

Research the Regional Development Agency that serves the area in which you live. Does it have any tourism initiatives?

Agencies delivering travel and tourism products and services

As the travel and tourism industry includes everything a visitor does, the structure of the industry is very large. It also makes the study of the structure very fragmented. It would be impossible to teach all of the agencies delivering travel and tourism services in depth, but during the course of their AS studies, students will no doubt visit some facilities, use the websites of various organisations, or undertake in depth study of other agencies as part of other aspects of their course.

The following suggestions offer activities that could be used to teach the main agencies, with definitions provided.

Definition:

- **Tourist attraction** = a permanently established excursion destination, the primary purpose of which is to allow public access for entertainment, interest or education, rather than being a primary retail outlet or venue for sporting, theatrical or film performances. It must be open to the public, without prior booking, for published periods each year, and should be capable of attracting day visitors or tourist as well as local residents.

Case study

In 2002 UK attractions enjoyed an 8% increase in visitor numbers. The Visits to Visitor Attractions 2002 survey reveals a positive picture for tourism in 2002 comparing favourably with the 2% drop in 2001.

Suggest two main reasons for the drop in numbers to visitor attractions in 2002.

The main trend according to the report, published on behalf of the four national tourist boards, reveals a leap in visits to farms, gardens and countryside attractions as tourism recovered from the foot and mouth outbreak:

- farm visits are up 50% having been down 20% in 2001
- country parks are up 13% having been down 10%
- wildlife attractions are up 13% having been down 5%
- historic properties are up 8% having been down 6%

Discuss the impact the foot and mooth outbreak had on UK tourism attractions.

Major attractions illustrating this trend are:

- Chester Zoo with 1.13 million visitors through the door last year, a 7% increase, and 75,000 visitors ahead of where they were in 2001
- Chatsworth and Blenheim Palace saw increases of 19%, up to 620,210, and 13%, up to 465,562, respectively
- English Heritage's Stonehenge welcomed a 12% increase in visitors, taking numbers up to just under 760,000

Some of the farms and country parks enjoyed an even greater increase in visitor numbers. Visits to:

- Cannon Hall Open Farm in Cawthorne, South Yorkshire were up by an estimated 250%;
- Bradgate Country Park in Newton Linford, Leicestershire, were up by an estimated 79%;
- Odds Farm Park in High Wycombe were up 76%;
- Ashton Court Estate, near Bristol were up by an estimated 56%.

Many attractions associated with royalty benefited throughout 2002, thanks to the huge publicity at home and overseas generated by the Golden Jubilee celebrations:

- visits to Buckingham Palace rose by 7% to 334,654
- visits to Windsor Castle were up by 3% to 931,042
- Westminster Abbey received 7% more visitors, up to 1,058,854

What other special events can increase visitor numbers to attractions?

Other examples of a range of attractions that performed well in 2002 were:

- The North Yorkshire Moors Railway in Pickering which took an estimated 290,000 ticket bookings (up 18%)
- Rheged, The Village in the Hill, Penrith took 404,068 visits (up 14%)
- Stourhead Garden in Stourton had 305,941 visitors (up 14%)
- Somerset House in London up 29% to 900,000
- Cheddar Gorge Cheese Company saw an estimated 300,000 visitors (up 200%) after introducing free admission

The survey shows that the impact of free entry has helped to drive visits to museums and art galleries, particularly those in London. Visits to:

- The Science Museum increased 94% to 2.63 million
- The Victoria and Albert Museum 84% to 2.66 million. The V&A's new British galleries which opened at the end of 2001 have contributed to this strong performance.
- The Natural History Museum 74% to 2.9 million

Discuss the impact of free admission on attractions. How could an attraction actually benefit financially from this? (Think about secondary spend.)

Despite these trends, some historic properties in London and the South East are still suffering as overseas visitors have not fully recovered to pre-foot and mouth levels e.g. Tower of London, Canterbury Cathedral and St Paul's Cathedral, all of whom saw a slight drop in their visitor numbers. Yet many of the newer attractions have enjoyed consistent increase over the last few years. In 2002:

- British Airways London Eye received 4.09 million people, a 6% increase
- The Eden Project received 1.83 million, an 8% increase
- Tate Modern received 4.62 million, a 30% increase, due in part to the success of the Matisse, Picasso and Warhol exhibitions
- The Deep in Hull opened last year and enters the survey with an estimated 750,000 visitors

What other reasons have led to the drop in overseas visitors to attractions?

Blackpool Pleasure Beach remains the most popular attraction with 6.2 million visitors.

Research the pricing structure of Blackpool Pleasure Beach. What type of visitors will be the main ones to this attraction?

Built tourist attractions

Candidates should be aware of the top UK built tourist attractions, and the most popular ones in their local area.

Visits are important for this section and will provide a wealth of information for the students.

Activity

Select **two** leaflets that show very different visitor attractions.

Compare and contrast the following aspects of each:

- location
- entrance price
- group discounts
- type of attraction
- main type of visitors
- food and drink available
- special events / activities
- admission of dogs
- disabled access
- opening dates and times
- parking
- shopping

Natural tourist attractions

Candidates should be aware of the top UK natural tourist attractions and the most popular ones in their local area.

Awareness of National Parks, AONBs, Heritage Coasts, Long Distance Footpaths, Country Parks etc. will be needed.

A visit to a particular area would be of benefit, or research into a specific area.

Events as attractions

Tourist attractions may also be one-off events e.g. local festivals or shows. National one-off events that are visitor attractions include Glastonbury, the London Proms, the Edinburgh Festival, Crufts etc.

Business visitors are also attracted to trade shows such as the World Travel Market, the Boat Show etc.

Candidates should be aware of some major national events (English Heritage has produced resource packs and videos on the planning and organisation of their events) and those in the local area. It may be possible to arrange for an organiser of an event in the locality to speak to the candidates.

Accommodation

There are many different types of accommodation available.

It is important that candidates understand the difference between serviced (i.e. providing meals and housekeeping) and non-serviced (self-catering). Some accommodation will be single, sole trader establishments (a local B&B) others part of a chain in a limited company (e.g. Swallow, Moat House etc.) or voluntary sector (YHA).

The differences between business accommodation and accommodation for leisure travellers also need to be studied. The business hotel may be near an airport, a motorway junction, in the centre of a city or with extensive conference facilities. It will provide access to computers and will have conference rooms and meeting facilities. The emphasis will be on professional, fast and efficient service.

Leisure travellers often want to be located away from the business environment in a relaxed and friendly atmosphere. Additional hotel features for the leisure traveller are very different from the business traveller – a more relaxed dining environment and extensive leisure facilities.

Activity

Working with a partner, write down as many different types of accommodation as you can think of, for example B&B, hotel etc.

Compare your answers with other members of the group to produce a comprehensive list.

Activity

Use travel agents brochures to discuss what is meant by 'all inclusive'.

Activity

Collect advertisements/brochures for different types of accommodation.

Compare and contrast the facilities and services available

[TT_unit1_appendix1.pdf](#) contains examples of two different accommodation providers in Devon. Compare and contrast the facilities and services available in the Elmfield Hotel and the Woolacombe Bay Hotel and Apartments.

Accommodation grading schemes

Candidates need to show awareness of the main grading schemes available for accommodation in the UK. Details of these are available on the National Tourist Board websites and in brochures for particular regions in the UK. There are different grading schemes in different areas of the UK.

Example source material for the following exercise based on this is located in [TT_unit1_appendix2.pdf](#).

Activity

- Explain what is meant by serviced accommodation.
- How are hotels graded?
- How is guest accommodation graded?
- Explain the difference between hotels and guest accommodation.
- How is self catering accommodation units graded?
- Explain the characteristics of self catering accommodation.
- Explain the ways in which holiday, caravan and camping parks are graded.
- Why does accommodation grading in England not necessarily reflect quality of customer service?

Catering

Candidates need to undertake research into the variety of catering establishments that serve the needs of travellers, these include:

- restaurants
- cafés
- bistros and wine bars
- fast food and take-away outlets
- pizza houses
- pubs
- snack bars
- service stations

Activity

Give examples of catering facilities for each of the establishments listed above in your local area. Are any of these national chains?

Local tourism development and promotion

Definition:

- **TICs** = Local Tourist Information Centres; inform people about accommodation, transportation, visitor attractions and events in the area they serve.

There are approximately 560 tourist information centres in England, 150 in Scotland, 62 in Wales and 26 in Northern Ireland. Their staff offer assistance with accommodation and sightseeing to visitors from home and abroad. Increasingly, there are organisations such as convention bureaux and public-private initiatives, e.g. Marketing Birmingham, which have a role to play in promoting their areas to tourists.

An understanding of the products and services provided by TICs is needed.

TICs are not the only way in which tourism is developed and promoted locally. Candidates need to be aware of the other ways in which this is provided, through leaflets and brochures produced by local authorities, web sites etc.

Regional tourism development and promotion

Regional tourist boards in the UK, e.g. the London Tourist Board and Heart of England Tourist Board, are private limited companies funded through membership subscriptions, commercial activity and some public funding. They work towards developing a sustainable tourism industry in their particular area, one which contributes significantly to the local economy. Their aim is to support those who earn their living from tourism. For more information on the regional tourist boards, see the websites of the respective national tourist boards (e.g. VisitBritain, VisitScotland etc.).

Candidates should be aware of the role that the regional tourism organisation and regional development agencies play in travel and tourism.

National tourism development and promotion

There are **four** tourist boards in the UK:

- Visit Britain (formerly the English Tourism Council and the British Tourist Authority; www.visitbritain.com);
- Visit Scotland (formerly the Scottish Tourist Board; www.visitscotland.com);
- Northern Ireland Tourist Board (www.discovernorthernireland.com);
- Wales Tourist Board (www.wtbonline.gov.uk).

Each board reports to the following government department:

- VisitBritain reports to the Department for Culture, Media and Sport (DCMS; www.culture.gov.uk)
- The Wales Tourist Board reports to the National Assembly for Wales (www.wales.gov.uk)
- VisitScotland reports to the Scottish Executive (www.scotland.gov.uk)
- The Northern Ireland Tourist Board is part of the Department of Enterprise, Trade and Investment for Northern Ireland (DETINI; www.detini.gov.uk)

As VisitBritain has the major responsibility for marketing all of Britain abroad, close links are maintained between VisitBritain and the other boards and its 27 overseas offices.

Transportation

Candidates should understand that transport carriers form a significant part of the travel and tourism industry. In the UK they are mainly private companies, using a well developed network of roads, railways, inland waterways, shipping lanes and airways.

The type of transport used usually depends on the distance to be travelled, how much can be spent, the time they can be taken, the purpose of the visit and the ease of access to departure points.

Air transport

Definitions:

- **scheduled flights** operate regularly, according to published schedules (or timetables) which are fixed in advance
- **charter flights** are used to move holidaymakers on package holidays and only operate when they have been hired for a specific purpose

Candidates need to understand the importance of air travel. Two thirds of international travel by both UK residents and overseas residents is made by air. Candidates need to understand the differences between scheduled and charter flights, and have a comprehension of main airports in the UK.

Case study

In 2003, the revenue generated by UK airports was £2.44bn, an increase of 2.7% on 2002. This reversed the decrease of 2.6% in 2002, which was driven by the contraction in air traffic movements following the events of 11th September 2001.

Why was air transport particularly affected by the events of September 11th?

Airports are part of the transport infrastructure, and support the flow of passengers and freight on domestic and international journeys. In the UK, the most important flow in terms of volume and revenue generation is that of international passengers. The location of an airport, and the destinations it serves, are the primary determinants of passenger choice. However, for many, there is no real choice of UK airport, south east England has the greatest selection, with **five** airports serving international destinations.

Research the main airports in the UK. Plot these on a blank map. Find out the airlines which operate from **one** major international airport and **one** smaller regional airport. What destinations do the airlines fly to?

Airports generate revenue from many different streams, which can be broadly categorised into aviation and commercial revenues. The competition between UK airports is not intense, as passenger choice is based partly on location. However, they do compete on aviation fees to attract airlines to establish and operate new routes. This places an onus on airports to generate an increasing percentage of their revenues from commercial revenue streams, although this was severely undermined by the abolition of intra-EU duty free in 1999. Nevertheless, commercial revenues have continued to grow at a faster rate than aviation revenues, and represent more than half the revenues generated by airports. Some airports, namely Heathrow, Gatwick, Stansted and Manchester, have landing charges controlled by the Civil Aviation Authority (CAA) the UK's regulatory body for the aviation industry.

Explain the importance of retail revenue to airports.

Demand for international passenger services is the primary driving force for airport revenues. Traditionally, passenger demand for international air travel has grown at a slightly higher rate than GDP. There are many factors that dictate this trend. In particular, the liberalisation of the air travel market, the dismantling of international trade and people barriers, and the fall in the real cost of air travel are important factors. In the early 2000s, several major events adversely affected the demand for international air travel. These were the events of 11th September 2001, foot-and-mouth disease in the UK, severe acute respiratory syndrome (SARS) and the war in Iraq. Nevertheless, the demand for international air travel both into and out of the UK has continued to grow, driven partly by the growth in low-cost airline services.

Research the growth and development of low cost air lines. How have they changed the travel and tourism industry?

BAA, which dominates UK airport ownership, is the largest airport operator in the world, with ownership, management and contractual interests in many overseas airports. In the UK, the company's revenue accounts for over three quarters of the total revenue generated by UK airports. The Manchester Airport Group (MAG) is the second largest airport owner in the UK.

It is forecast that, between 2004 and 2008 passenger demand is expected to rise by 18.5%.

Consider the main issues associated with an 18.5% growth in air travel.

Land or surface transport

Land or surface transport encompasses road or rail travel and in this context is dominated by the private car. Candidates should be aware of the main motorways and trunk roads in the UK, and be able to look at issues such as accessibility by car and car-parking relating to providers for tourists.

Rail transport has a range of different operators, an up-to-date list can be found on the website for National Rail. Candidates should be aware of some of the companies – Virgin Trains have a website that gives details of the types of trains on offer. Candidates should be able to discuss issues relating to accessibility, reliability and cost of rail transport.

The Channel Tunnel also needs to be studied.

Coach operators have adapted to changing consumer needs. This section needs to look at coach operators of holidays (such as Wallace Arnold and Shearings) as well as national operators (National Express) and the new Mega Bus 'no frills' low-cost coach services.

Local coach companies could be studied; many of these advertise day trips and short tours in the local paper.

Activity

Compare and contrast private car, rail and coach travel from your home town to:

- Alton Towers
- Manchester Airport
- Dover Ferry Port
- Peak District National Park

Look at time taken, cost (include parking for the private car), reliability etc.

Water transport

Water transport includes:

- short sea ferry transport
- ocean-going cruises
- inland waterway craft
- small pleasure boats

Activity

Produce a map that names the ports from which short sea crossings take place. Include the destination ports for these crossings, the type of ferry operating and the crossing time.

Use the travel supplement from a weekend newspaper. Select all the advertisements relating to water transport. Categorise these according to:

- ferry
- cruise
- inland waterways

Think about the types of customer that would use these different forms of water transport.

High Street Travel Agencies

The main aim of a travel agency is selling holidays and associated products such as insurance, car hire and currency exchange. They will provide information and advice to the client.

Multiples are agencies that have branches throughout the country e.g. Lunn Poly and Thomas Cook.

Independent travel agencies who do not form part of a national chain may be **miniples** i.e. they have a number of shops in a particular geographical location, or just one retail outlet, perhaps providing a specialist service.

Since 2000, the number of travel agency outlets has declined, whereas the number of tour operators has increased. Although travel agents are losing business to direct sales through tour operators, they are increasing the level of bookings taken through call centres and via online systems. Nevertheless, the majority of people prefer to book a holiday through a face-to-face or telephone conversation when making complex or expensive travel arrangements.

Candidates need to demonstrate an understanding of **principals** i.e. organisations that provide products and services that make up the holiday package that agents sell. They should have examples of principals that provide the following:

- transportation carriers – airlines, ferries, cruise companies, railways, road transport, coaches;
- accommodation providers – hotels, motels, guest houses, villas and apartments, camp sites, holiday camps;
- ancillary services – transfer agents, excursion operators, car hire, travel insurance.

Knowledge is also required of bonding of travel agencies, namely ABTA.

Candidates need to be aware that there are many different types of travel agency:

- **retail** (High Street Travel Agencies; multiples that have branches throughout the country e.g. Lunn Poly and Thomas Cook; independent travel agencies who do not form part of a national chain; on-line agencies such as www.expedia.co.uk)
- **business** (which specialise in the sale of travel related products to business clients)

Tour operators and package holidays

A tour operator will put together a holiday package.

Candidates will be expected to understand specialist travel and tourism terminology and examples – direct sales, the big four (TUI, Thomas Cook, First Choice Holidays PLC, MyTravel). These companies are major players in the tour operator, retail travel agent and charter airline industries.

Different type of tour operator need to be studied i.e.:

- outbound;
- inbound;
- domestic.

Activity

Collect some brochures from different tour operators, or research online brochures. Make a list of:

- the different type of tour operator;
- the kinds of products and services they provide.

Candidates need to understand vertical and horizontal integration. *Holiday Which?* produces a 'Who owns What' article in a regular basis.

Definition:

- **Integration** = the combination of two or more companies under the same control for mutual benefit, by reducing competition, saving costs by reducing overheads, capturing a larger market share, pooling technical or financial resources, cooperating on research & development etc.
- **Horizontal or lateral integration** = the businesses carry out the same stage in the production process or similar products or services; they are therefore competitors
- **Vertical integration** = a company obtains control of its suppliers (this is called **backward integration**) or of the companies which buy its products or services (**forward integration**)

Package holiday

There are **three** components of a package holiday:

- accommodation
- transportation
- other travel services/ancillary services

Activity

Research different packages produced by a range of tour operators. What is provided? (You may need to read the small print to ensure you discover all of this.)

7 RESOURCES

7.1 Books

A text book specifically for the OCR course is available:

GCE AS Travel and Tourism for OCR Single Award published by Heinemann

Other text books for the previous qualifications are still of use, BUT many of these are outdated.

7.2 Periodicals

Travel Weekly and the *Travel Trade Gazette* are of value

Holiday Which? provides relevant reports and articles

7.3 Newspapers

The travel sections of weekend newspapers and articles in daily and local papers are of great use.

7.4 Leaflets and brochures

These are totally invaluable resources. Holiday brochures, whether in printed or electronic form, are useful for many aspects of the WYNTL.

Brochures relating to tourist destinations in the UK have a wealth of information in them. Leaflets for tourist attractions/events should be collected and used as source material for exercises.

7.5 Videos

Commercially produced resources are available from *TV Choice* and other companies. Recordings from broadcast programmes such as 'back to the floor' documentaries and many 'fly on the wall' documentaries are useful.

7.6 Web resources

There is a huge range of websites that will be of use for teaching. Many are already indicated above, others that might be helpful are:

Order brochures online:

www.brochurebank.co.uk

Tour operator websites:

www.thomson.co.uk

www.firstchoice.co.uk

www.neilson.com

www.crystalholidays.co.uk

www.explore.co.uk

www.pagemoy.com

www.adventurecompany.co.uk

www.vjv.com

Ferry websites:

www.northlinkferries.co.uk

www.seafrance.com

www7.stenaline.co.uk

www.brittanyferries.com

www.poferries.com

Car rental websites:

www.budget.co.uk

www.holidayautos.co.uk

Airline websites:

www.ba.com

www.airnewzealand.co.uk

www.virgin-atlantic.com

www.jet2.com

www.czechairlines.co.uk

www.bmibaby.com

www.excelairways.com

www.helios-airways.com

www.flymonarch.com

www.mytravellite.com

www.iberia.com

Travel agency websites:

www.travelocity.co.uk

www.bookatrip.com

For links and contacts:

www.prospects.ac.uk

7.7 Trips, visits, residential courses and work experience

As the course is vocational it cannot be delivered without the candidates getting out to see the travel and tourism industry at work. Centres may have their own restrictions on whether visits can be made, or whether work experience can be undertaken by the students. **However**, all students will have had personal experiences of the travel and tourism industry, and this should form a basis for case studies and discussions.

Most centres should be able to arrange visits to TICs, travel agencies, hospitality providers and tourist attractions, especially as many of there will be free. If there is an opportunity for a residential experience, this will really enhance the candidates understanding of travel and tourism.