Learning Outcome A: Demonstrate an understanding of the UK travel and tourism industry

A1: The major components of the UK travel and tourism industry

➢ **Accommodation Providers**

Accommodation providers	Definition
Catered	Accommodation offering meal options
Self-catered	Offering cooking facilities
Room Only	No meal options or cooking facilities
Key Products & Services	Reception, food, drink& entertainment, leisure and business, conference and events, safety and security, customer service, products and services to improve sustainability, meeting changing trends, meets specific needs and enhance the visitor experience

➢ **Transport Operators: Passenger transport types**

Road – Most domestic tourism takes place using forms of road transport. People taking day trips usually go by car. Coach Holiday companies also plan their holidays using major road routes. Holiday makers can book the coach to travel from home to their destination (where they want to go).

Advantage of Road Travel	Disadvantages of Road Travel
• Cars can stop whenever they want • They can take more luggage • There are not many toll roads (ones you have to pay to travel on) in the UK • You can listen to your own music-as loud as you want! • These days navigation is easy if you have a sat nav device.	• Fuel is expensive • There is a lot of traffic which slows you down • It is hard for inbound tourists who have to get use to driving on the opposite side of the road. • You have to concentrate to avoid accidents, (there are more road accidents than other forms of travel), this is tiring for the driver.

Rail – Train stations are found in central locations that link regional (one area), national (the whole country) and international (across different countries) rail networks. Popular routes are usually between major cities and will run often, and most at high speeds.

Advantages of Rail Travel	Disadvantages Of Rail Travel
• Very comfortable (especially first class) • You can get almost everywhere by rail. • You can sleep, read and work while travelling. • There is a very good safety record • You can buy food and drink, there is a toilet and some have a restaurant. • Most now have charging facilities and WiFi	• It is expensive • Prices can be very confusing • Changes can be difficult for foreign travellers. • Sometimes you have to change train a few times to get to where you want to go, this can be difficult with a lot of luggage or children. • Can be very busy and noisy. • Trains can be cancelled and delayed.

Air – This is the fastest way to travel long distances and is provided by lots of different airlines. Some offer domestic routes (inside the country) and most offer international routes (to different countries).

Scheduled Airlines – these are also known as full serviced airlines, this means that the price of the ticket includes a baggage allowance, food, drinks and entertainment on board e.g. Virgin, British Airways.

Low-Cost scheduled airlines – the ticket price is low but extra fees are charged for each service, for items such are pre-booked seats, luggage allowance, food and drinks and priority boarding, e.g. Easy Jet and Ryan Air.

Charter Airlines – these flights are only there for holiday schedules and therefore do not run all through the year or as often

Sea –Travel by ferry is an important form of transport; around one in seven visits to the UK are made by ferry. The main routes to the UK run from the south coast ports to France, The Netherlands and Spain, west coast ports to the Republic of Ireland and Northern Ireland and east coast ports to Scandanavia. Passengers can travel by foot but normally they arrive by car or coach. Due to Airline improving, ferry companies have to improve the quality of products and services they provide. Most offer a range of food, entertainment, accommodation for journeys over 2 hours and shopping facilities.

➢ **Transport Operators: Key Products & Services**

En - route accommodation	Seat, carriage, bed, cabin
Passenger information travel advice	Carriage of luggage, travel class, upgrades & pre-bookable extras
Food, beverage, entertainment and retail	Customer service, safety and security, products and services specific to selected modes of transport
Products and services to improve sustainability, meet changing trends, specific needs to enhance the passenger experience	

➢ **Visitor Attractions**

Type of attractions	Definition	Example 1	Example 2	Example 3
Natural attraction	A natural feature of the environment that is interesting to tourists. Some natural areas have been built to help protect the environment.	National Park	Dorset coast	Amazon rainforest
Purpose built attraction	A man-made attraction that has been built to attract tourists	London Eye	Alton Towers	Chester zoo
Heritage attractions	Attractions associated with history and/or culture. These can include: 1. Historic buildings or historic coastlines	Windsor Castle	Manchester museum	Stone Henge

	that were NOT built for tourists in the past however, they do attract tourists due to their history. 2. Places that contain pieces of history. E.g. museum. Heritage tourism may also help protect traditions and historic features.			

➢ **Key Products & Services**

Primary Products and Services	Secondary Products & Services
Entertainment	Improve sustainability
Interest	Support Preservation & Conservation
Education	Deliver Customer Service
	Increase visitor spend
	Ensure safety/security & enhance the visitor experience

➢ **Tour Operators**

Companies that organise package holidays. They work with hotels, airlines and other transport companies and produce brochures advertising the holidays they have put together. They sell these holidays **through travel agents or directly to customers**, online or by telephone. There are different types of tour operators;

Domestic Tour Operators, these companies put together UK holidays for people living in the UK, e.g. Sheerings, Haven Holidays.

Outbound Tour Operators, these companies put together holidays for UK residents wanting to go on holiday overseas, e.g. TUI

Inbound Tour Operators, these companies provide for overseas tourists who want to travel to the UK, e.g. Pathfinders, GTI Travel.

Key Products & Services: Package Holidays, meeting customer needs, delivering customer service, improving safety& security, improving sustainability, increasing visitor spend and enhancing the visitor experience.

➢ **Travel Agents**

Types	Definitions
Business Retail	They specialise in travel arrangements for business people, including designing itineraries and booking flights and accommodation. They mostly focus on short notice trips where the timing of the flight is a lot more important than the price of the flight for the tourist.
Home Worker	A qualified travel agent who sells holidays for a travel agency, from home. The travel agency will provide all of the necessary technology.
Independent	An independent travel agent is an agent is a unique company. There is only one branch and it is not associated with any other travel agency e.g. Westoe Travel.
Multiple	Multiple travel agents are companies which operate a chain of retail outlets throughout the UK under a single brand name. These types of companies are usually found on the high street e.g. TUI
Online travel agencies (OTA)	An online travel agency (OTA) is a web-based marketplace that allows consumers to research and book travel products and services, including hotels, flights e.g. Expedia

Key Products & Services: The sale of leisure and business travel products and services including transportation, accommodation, different types of holiday, ancillary services including car hire, excursions, insurance, foreign exchange, airport parking, attraction and events tickets; customer service.

➢ **Tourism promotion:**

Types:

1. **Visitor information centre:** these can be found in most towns and cities and are linked to tourist attractions. Their role is to provide information for tourists in the local area. They will also give advice to the local tourism businesses and promote local events.

2. **Regional tourism agency:**

These promote tourism in a specific region or area. Their websites either provide information directly or link visitors to destination websites that give information on visitor attractions, special events, advice and guidance, as well as booking service for accommodation.

Regional tourist boards include;
- East of England Tourist Board
- North West Tourist Board
- London Tourist Board
- South West Tourist Board

3. **National tourist board:** These market tourist companies and destinations for a whole country. They provide information on tourist destinations and products, both at home and abroad. It is their role to encourage inbound tourists to visit the country, by promoting the countries identity, tourist attractions and natural features. Their role is to also promote special events and to give advice to local tourist boards. Examples include VisitEngland, VisitWales, VisitScotland and the Northern Ireland Tourist Board.

Key products and services: information advice and education, marketing, promotion, advice and education, brochures, leaflets, guide books, maps, timetables, exhibitions, events, training, certification, merchandise, customer service.

➢ **Ancillary services:**

Types: specialist ancillary providers, ancillary provision as an additional service

Key products and services:
- ❖ sale of attraction and event tickets
- ❖ travel insurance,
- ❖ car hire
- ❖ airport hotels/parking/lounge access
- ❖ passport and visa services,
- ❖ foreign exchange
- ❖ customer service.

A2: The ownership and aims of travel and tourism organisations and how they work together

> ## Ownership of travel and tourism organisations

Private – main aim is to make a profit:
> - **features** – owned or controlled by private individuals or shareholders
> - **roles** – maximise sales revenue, increase market share, provide and sell travel/tourism products and services
> - **types of travel and tourism organisations** may include hotels, airlines, theme parks, travel agencies, tour operators.

Public – main aim is to provide public services to benefit local communities:
> - **features** – funded and sometimes owned by central, regional or local government
> - **roles** – to provide a service, information, education, promotion, to monitor/control, to support
> - **types of travel and tourism organisations** may include visitor information centres, tourist boards, museums, transport providers.

Voluntary – main aim is to create social impact rather than make profit:
> - **features** – independent organisations, owned and run by trustees, funded by grants, memberships, donations, legacies, sales of products and services, entry fees, fundraising
> - **roles** – promote, protect, preserve a specific cause, educate and inform, provide a service, support members, provide advice, raise awareness
> - **types of travel and tourism organisations** may include museums, information centres, natural or heritage attractions, youth hostels.

Common Financial Aims	Common Strategic Aims
Selling of goods and services to make a profit	Corporate social responsibility
Increasing sales and maximising sales revenue	Sustainability
Increasing market share	To contribute to the local community
Reducing losses	Expanding
Controlling costs;	Diversifying
Break even	Competing;
Managing Assets	Providing high-quality services and products
	Providing value for money;
	Generating customer loyalty;
	Raising brand awareness;
	Developing new consumer technologies.

> ## Travel and tourism organisations working together

There are different ways in which travel and tourism organisations can work together and a number of reasons for choosing to do so. A collaboration between travel and tourism organisations may be due to an **interrelationship** or an **interdependency.**

- ❖ **Interrelationship**s – where there is a close relationship or partnership between two or more travel and tourism organisations for their mutual benefit.
- ❖ **Interdependencies** – where travel and tourism organisations rely on one another in order to carry out their own roles.
- ❖ **Ways of working together include: joint** marketing, advertising and promotional activities; providing products and services for other organisations; joint employee incentives/competitions; consultation and expert advice; sharing resources; bulk buying; operating a centralised customer service department.

Examples of travel and tourism organisations working together include:

➢ Hotels offering reduced admission to visitor attractions;
➢ Tour operators working with hotels and airlines to assemble holiday packages
➢ Tour operators working with tourist boards to promote destinations.

Reasons for working together include:
➢ efficient business operations
➢ increased sales and income
➢ cutting costs
➢ access to customer databases may lead to a wider customer base/new market;
➢ competitive advantage
➢ increased publicity;
➢ improved image
➢ explore new markets
➢ develop/improve products/services;
➢ employee retention/progression
➢ share ideas/innovations/risk

A3: The role of consumer technology in travel and tourism

Types of consumer technology used by organisations in the travel and tourism industry include:

Type	Explanation and examples
Websites	Most organisations have websites to showcase their products and services and allow visitors to book online ahead of their visit. There may be special discount available to customers for booking online.
Applications (apps)	Many organisations encourage visitors to download an app and they may offer discounts for booking through the app.
Voice recognition	A form of biometric security that banks are starting to authenticate users, thus may start and be used in the travel industry for passports.
Advanced booking systems	Mobile apps that allow customers to make live bookings into service providers diaries. e.g. booksy app
Wearable devices	Disney provide a watch that visitors can buy that can connect to an app. There is then no need for money as you can pay for things with the waterproof watch as you move around the parks. You can also use this to connect to photos as you go on rides.
GPS technology	Using google maps to navigate to destinations – such technology can indicate Points of Interest and congestion. Some theme parks are using GOs to help visitors navigate around the attraction and will have voice recordings I forming visitors what they can see.
Touch screen	Many visitor attractions have touch screens in the form of interactive displays. These can eb really engaging for the younger visitors.
Intelligent keys	A key is a field (or column) used to identify a specific record in a database. An intelligent key is a key that also contains information about the record it is the key for. Restricted area access in airports or staff
Webcams	Monitor queue lengths and to monitor visitor flow around busy attracti9ons and in football stadiums and airports.
Animatronics	the technique of making and operating lifelike robots, typically for use in film or other entertainment e.g. moving dinosaurs in theme parks e.g. 4d rides and Harry Potter rides at Universal.
P2p (peer to peer)	P2P networks are computers connected together without the use of dedicated servers.

IoT (Internet of Things)	Physical objects and other describes that connect and share data. mobile phones, smart watches, smart tv's, air tag.
VR (virtual reality)	VR is when you have a headset and are put into an imaginary world. can be used by travel agents to show customers virtual tours of hotels
AR (augmented reality)	AR is the ability to use phones to scan advertising content at airports i.e. a local pop group uses AR to take visitors to their websites and book tickets and watch interactive content. How Augmented Reality (AR) is Changing the Travel & Tourism Industry |
AI (artificial intelligence).	Much of the impact of artificial intelligence on the travel and tourism industry focuses on customer service and engagement. Naturally enough, many of the available applications explored the use of chatbots, which we have discussed in a previous article.

Reasons travel and tourism organisations offer consumer technology include:

✓ reach a wider audience ✓ attract a new target market ✓ procedure efficiency; ✓ improve customer satisfaction ✓ offer new experiences	✓ market research ✓ remain ✓ competitive ✓ cost and time saving

Advantages and disadvantages for customers and organisations of consumer technology:

Advantages	Disadvantages
✓ Convenience ✓ Accessibility ✓ data security ✓ enables new experiences ✓ flexibility ✓ cost saving ✓ meet customer expectations ✓ time saving	✓ alienate key markets ✓ unreliable devices ✓ system failure ✓ loss of personal interaction ✓ slow internet speeds ✓ expensive to set up and maintain ✓ risk of hackers.

Learning Outcome B: Explore Popular Visitor Destinations

B1: Visitor Destinations

> **Types of visitor destination:**

- ❖ **Cities:** Newcastle, York, Rome, Milan
- ❖ **Cultural or historical towns:** Bath, York, Durham
- ❖ **Coastal resorts:** Blackpool, Scarborough, Newquay
- ❖ **Countryside areas.** The Lake District, Dartmoor, Peak District, Cairngorms

> **Features of destinations:**
- ❖ **Natural attractions** – features created by nature that attract visitors' waterfalls, lakes, mountains, rivers, beaches

❖ **Purpose-built attractions** – attractions built with the specific purpose of attracting visitors e.g. The London Eye, Blockhole Visitor Centres,
❖ **Heritage attractions** – attractions that are appealing due to their historical past - Beamish Museum
❖ **Facilities** – buildings, equipment and services that can be used to improve the visitor experience at a destination - accommodation; sports facilities shopping hospitality venues; transport in and around the destination; arts and entertainment venues business facilities and festivals/events
❖ **Climate -** impact on peak/off peak seasons, holiday types and tourist activities available

B2: Different Types of Tourism and tourism activities

What is tourism? Tourism involves the movement of people to countries or places outside their usual place of residence for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities.
(Source: UNWTO)

There are three types of tourism, reflecting where people are moving to and from:
● **domestic tourism** refers to activities of a visitor within their country of residence and outside of their home
● **inbound tourism** refers to the activities of a visitor from overseas coming into the country
● **outbound tourism** refers to the activities of a visitor outside of their country of residence. (Source: adapted from VisitBritain)

Types of Tourism
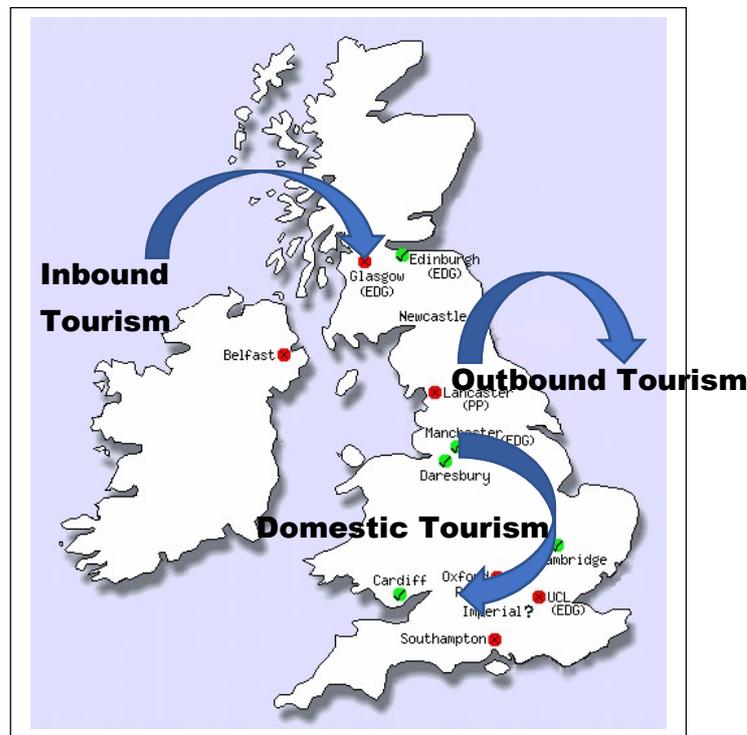
What is Leisure tourism? – Travelling for pleasure, enjoyment, relaxation, celebration; holiday; visiting friends and relatives (VFR); special interest tourism including education, culture, death/tragedy (dark tourism), religion/faith, nature, conservation (ecotourism), sport, adventure, health and wellbeing.
What is Business tourism? – Travelling for a job or work away from the usual place of work; includes attending meetings, conferences, exhibitions, events, training, team-building activities.

B3: Popularity of destinations with different visitor types

What is a visitor? A visitor is someone travelling to a destination outside their usual environment, for less than a year for any main reason, including holidays, leisure, business, health and education.
  ➢ Visitor types include:
  ➢ families – including multigenerational
  ➢ couples
  ➢ individuals
  ➢ business – groups, individual
  ➢ groups – special interest, friend/family, clubs, sports, educational.

Types of travel and tourism customer:

There are different types of travel and tourism customer. Travel and tourism organisations need to know who their customers are and understand the purpose of their trips to be able to meet their customers' needs.

Families:
Families come in different shapes and sizes, and this has an effect on what they do on holiday. For example, a single-parent family with young children has different requirements to an extended family group that includes teenagers. Different generations of a family may go on holiday together, so a family can include people with many different interests. Families may need entertainment that is suitable for them all to enjoy, babysitting or children's clubs, or special mealtimes.

Individuals and couples:
An individual is someone who is not in a large group. They may be travelling alone or with another person, for example, with a partner as a couple. An individual travelling alone may require a single room and might have to pay a supplement for this. Individuals may want the possibility of joining tours or activities with other people at some point in their holiday, or they may prefer to enjoy their own company and have their own table in a restaurant.

Groups:
Groups can include educational groups such as school groups, special interest groups and friendship groups. Some groups may all know each other and have similar needs, such as a group of young men travelling together for a stag party. However, it is best to remember that a group is always made up of many individuals with different needs. For example, senior citizens on a group trip to a stately home may share an interest in history and be of a similar age, but they are all still individuals.

Business travellers:
Business customers can be profitable customers. They are often travelling at peak times, and require convenience and comfort so that they are ready to go to work when they reach their destination. Also, the expenses of business travel are usually paid by the customer's company, not by the individual, so the traveller will probably be less concerned about getting the best possible value for money. Many organisations use approved business travel providers to ensure that they get the best deal. Business travellers

expect business services on transport and in hotels, for example, power supply for laptops on trains and planes, and Wi-Fi in hotel rooms

Customers with specific requirements:
Some customers may have special requirements, for which travel and tourism organisations are expected to offer different or additional products and services, such as:
different languages and cultures – providing maps and tourist guides in a variety of languages
- ▸ mobility problems – providing a wheelchair-accessible coach or minibus
- ▸ a hearing impairment – providing induction loops
- ▸ a visual impairment – providing large print menus
- ▸ a medical condition – allocating a ground floor room to a guest with a heart condition.

B4: Travel Options to access tourist destinations

What is travel? The movement of people between geographical locations. Travel can
be done by foot, bicycle, car, motorcycle, train, boat, bus, coach, airplane,
ship or other means, with or without luggage, and can be a one-way,
single or return trip.

Modes of transport, hubs and routes
There is a range of options for travel to visitor destinations using different modes of transport. These options may depend on the geographical location and accessibility of a destination. For some journeys different routes may be available and/or there may be a choice of transport operator.
- **Modes of transport:**
  - ➢ **air:** short haul, long haul, scheduled, budget, charter/private charter
  - ➢ **rail:** including regional, national, Channel Tunnel options, heritage, overnight services
  - ➢ **sea:** including ferries, boats, ships
  - ➢ **land:** including bus, coach, car, taxi.
- **Transport hubs and gateways:**
  - ➢ airports
  - ➢ bus/coach stations
  - ➢ ferry/cruise terminals
  - ➢ railway stations.
- **Suitability of travel routes, relating to:**
  - ➢ departure and arrival points
  - ➢ dates and times of travel
  - ➢ length of journey
  - ➢ cost
  - ➢ mode/s of transport
  - ➢ operator/s
  - ➢ services and facilities including: transport class, en-route accommodation;
  - ➢ food and drink; retail; carriage of luggage; entertainment; technology;
  - ➢ services and facilities for passengers with specific needs
  - ➢ location and duration of changes/transfers/stopovers.