Tour operators are companies that organise package holidays. Their role is to put together different parts of holidays as a package for retail travel agents or direct sales.

- **Domestic tour operators:** these companies put together UK holidays for people living in the UK, e.g. _____

- **Outbound tour operators:** these companies put together holidays for UK residents wanting to go on holiday overseas, e.g. _____

- **Inbound tour operators:** these companies provide for overseas tourists who want to travel to the UK, e.g. _____

Visitor attractions are providing entertainment, education, recreation, hospitality, special events and facilities for visitors e.g. parking.

- **Natural attractions:** natural features such as beaches, waterfalls and mountains.
- **Heritage attractions:** attractions which promote or celebrate history or culture, like castles or places of worship - constructed by people in the past and are now attractions.
   - Museums are also heritage as they preserve history.
- **Purpose built attractions:** built specifically for tourists such as theme parks, museums and zoos.

Purpose of visitor attractions:
- Entertainment – designed to give visitors a fun experience.
- Education – to educate visitors about the past, present or future.
- Leisure and recreation – relaxation or healthy activities.
- Conservation – to protect the natural environment.

Retail Travel Agents offer their products and services to customers looking for holidays and leisure travel. Leisure travel can include VFR (Visiting Friends and Relatives). Retail travel agents are often part of a large chain with multiple branches found throughout the country, for example TUI and Hays Travel.

Business Travel Agents provide many of the same services as retail travel agents but for the business market. This might involve booking travel for employee to attend meetings, events and conferences. Not only will a business travel agent manage all of the travel bookings, but they may also provide ancillary services, such as arranging chauffeur-driven cars and booking airport parking.

Component 1A
Organisations and Destinations

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A1 The UK Travel and Tourism Industry

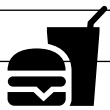| Products = Physical object	Services = Something used or offered (not a physical object)
Property Types	Reception
Food and Drink	Entertainment
Souvenirs	Conference facilities
Photos	Safety / Security
	Customer Service

Transport operators provide transport between destinations, to ensure safety.
- **Road:** most domestic tourism takes place using road transport. People taking day trips usually go by car. Coach holiday companies also plan their holidays using major road routes.
- **Rail**: Travelling by rail is a popular form of transport or both long and short journeys. Trains stations are found in central locations that link regions together.
- **Air**: this is the fastest way o travel long distances and is provided by lots of different airlines.

Tourism promotion is when a range of different organisations promote tourism to raise awareness of a place or region, to encourage more people to visit a place or region by using adverts. They provide information and guidance to visitors, e.g. VisitBritain.com.

Ancillary services are organisations that provide supporting services for tourists or travellers. Types of ancillary services are: car hire, travel insurance, foreign exchange, airport services (e.g. airport lounge), event booking and product information services.

Accommodation is providing different accommodation options:
- **Non-serviced accommodation (room only):** accommodation which includes only a room with a bed, bathroom, desk, wardrobe etc. There may be tea and coffee making facilities. E.g. _____
- **Self-catering accommodation:** includes a kitchen so you can cook for yourself. E.g. _____
- **Serviced accommodation:** with facilities and services that can be included in the price of a room, e.g.

_____

To continue to attract customers, accommodation providers must ensure they keep up with changing trends and meet customers' needs, for example, offering ways to keep fit and healthy (gym) or providing accessible rooms on the ground floor.

Many organisations wish to make a **positive contribution to their local communities**. This could involve supporting local projects financially or setting up charities to help specific groups. Organisations may have specific strategic aims not just to make money but to give something back to the communities where they work and operate. For example:
- British Airways operates its Flying Start programme.
- Avanti West Coast Trains introduced Community Champs at stations.

Travel and tourism organisations – working together
- **Chain of distribution:** the means of getting the product or service to the customer.
- **Interrelationships**: organisations that work together to benefit them both.
- **Interdependencies**: organisations that rely on each other to enable them to provide a better product or service to the customer.

Examples of how organisations can work together:
- Hotels offering reduced admissions to visitor attractions.
- Tour operators working with hotels and airlines to arrange holiday packages.
- Tour operators working with tourist boards to promote destinations.
- Virgin Trains work in partnership with Uber the online taxi booking service to provide customers with a smooth journey from door to door

Travel and tourism organisation aims:
- **Financial aims** help to ensure the organisation can make enough money to keep running or continue to make a profit.
- **Strategic aims** help develop the organisation.

Which do you think is the most important – financial aim or strategic aim?

Corporate social responsibility	Sustainability	Competing
Selling goods and services to make a profit	Providing high quality products and services	Providing value for money
To contribute to the local economy	Generating customer loyalty	Increasing sales and maximising sales revenue
Breaking even	Increasing market share	Diversifying
Reducing losses	Raising brand awareness	Developing new customer technologies
Controlling costs	Managing assets	

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A2 Ownership and Aims of Organisations

Regulators help to protect customers and ensure that organisations meet industry standards. Their roles and responsibilities include:
- To provide information and support to organisations
- To define, apply and ensure compliance with rules and regulations which ensure safe operations
- To protect customers financially
- To ensure high standards
- To repatriate travellers.

Why might customers need protecting when booking their holiday?
_____
_____
_____
_____

AITO – Association of Independent Tour Operators

CAA – Civil Aviation Authority

ABTA – Association of British Travel Agents

UK Inbound

ORR - Office of Rail Regulations

National Trust

Large tourism organisations can use significant amounts of power and water, putting a strain on natural resources and creating tons of waste to dispose of. Many travel and tourism organisations have a strategic aim to operate **more sustainably** reducing the negative impact that their business has on the natural environment.
DID YOU KNOW?
The National Trust often works in partnership with other businesses to try to raise funds for its conservation and preservation work. This fundraising partnership is one way that an organisation might help meet its corporate social responsibilities.

Benefits of working together: Increased sales / income, More efficient, Cutting costs, Access to more customers, New markets, Employee retention, Better image, More services offered, Increased publicity

Types of ownership:
- **Private** – an organisation that is owned by an individual person, a group of people or a company. Sometimes private organisations are public limited companies (PLCs). This means that the company is owned by many people who buys shares in the organisation. Examples of private travel and tourism organisations include:
  - Tour operators
  - Travel agents
  - Transport organisations
  - Visitor attractions
  - Accommodation providers

THORPE PARK   KUONI

Types of ownership:
- **Public** – owned or funded by the government, they can be local organisations based in specific areas or large organisations operating on a country-wide level. Examples of public travel and tourism organisations include:
  - Visitor attractions
  - Local Transport
  - Tourist boards (promotion)
  - Tourist information centres

VisitBritain   Tourist Information i

Types of ownership:
- **Voluntary** – a company than is not profit making. Any profit that is received is directed back into the business, not into the hands of CEOs or shareholders. Often funded through charitable donations or government grants. Some voluntary organisations charge entrance fees to help with maintenance and running costs of the business. Voluntary travel and tourism organisations will often rely on unpaid volunteers to operate.
  - Visitor attractions
  - Charities
  - Pressure groups (an organisation which campaigns for change)
  - Transport

Reasons for using consumer technology

Fill in the types of technology you think these reasons apply to. There will be more than one for each reason.

To reach a wider audience	
To attract a new market	
To be more efficient	
To improve customer satisfaction	
To offer new experiences	
To help with market research (understanding what customers want)	
To save costs	
To save time	

Technology is a crucial part of the travel and tourism industry, helping businesses with day-to-day operations, while also improving the customer experience. For this reason, it is important that hotels, airlines, restaurants and other companies keep up with the latest technology trends within the travel industry. Investment in consumer technologies helps travel and tourism organisations to remain competitive and meet their customers' expectations.

Saves time?
System failures?
Alienates customers?
Slow internet?
Accessible to everyone?
Risk of hacking
Expensive?
Saves money?
Offers new experiences?
Data security?
Less personal?

Organisations or Consumer Technology	Application	Advantages	Disadvantages
Airports	Self-service check-in Security	Self-service check-in can increase profitability, because it eliminates the need for a person to operate check-ins. Improved security makes the customer feel s_____.	Some c_____ like to speak to a person when checking in. Increased security can s_____ d_____ the time it takes to board.
Visitor attractions	Multimedia Online bookings	Improved experience for the customer. Online bookings are c_____.	Setting up multimedia exhibits can be expensive. Some customers do not have a_____ to the internet/online bookings.
Accommodation	Entertainment Communication Online booking	Customers can find out about facilities online. Online bookings are convenient.	Sometimes online i_____ and d_____ do not match customer expectations. Some customers do not have access to the internet/online bookings.
Mobile applications	Communication of information Booking Comparison	Provides easy access to a wide range of information. Providers can issue regular updates to apps to ensure that customers have the latest i_____.	Accessing mobile applications r_____ wi-fi or a 3G connection. Accessing mobile applications from abroad can be very expensive.
Electronic and mobile ticketing	e-tickets m-tickets	Provides a quick and easy way of accessing tickets.	Some customers are wary of online f_____. Some customers may wish to s_____ to a person about their purchases.
Websites	reviews booking virtual tours	Provides customers with the opportunity to comment on their experiences. V_____ tours provide a useful insight into the p_____ and services on sale.	Some organisations complain that customer review sites are open to misuse.

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A3 The Role of Consumer Technology

Vocabulary
Consumer technology
Travel Tech
Interpretation
Hacking
Cloud

Technology, such as websites and apps, allow people to connect and communicate more than ever before.

In the travel and tourism sector, technologies are helping people to connect so they can purchase or share different products and services. For example, you could rent a room when travelling in a new city or hire a space in a car share, allowing passengers and drivers to share the cost of fuel and toll charges.

Peer-to-peer technologies allow travel and tourism consumers to connect quickly and easily with each other, reducing the need to spend money with a travel and tourism organisation, which can increase costs significantly.
Examples of popular peer-to-peer technologies include:
- Airbnb – www.airbnb.com
- Turo – www.turo.com
- Eatwith – www.eatwith.com

Intelligent keys
Augmented reality
Virtual reality
Wearable devices
GPS technology
Voice recognition
Websites
Touch screen
Artificial intelligence

DID YOU KNOW?
Princess Cruises offers passengers on its Medallion Class experience a wearable device that provides keyless entry to staterooms and contactless payments for buying goods and services onboard.

DID YOU KNOW?
The Mercure London Hyde Park Hotel was the first smart hotel in the UK. Alexa Smart Properties for Hospitality devices provide guests with a personal, in-room, virtual concierge.

DID YOU KNOW?
Visitors to Alton Towers Resort can download a mobile app to find out the current waiting times for their favourite rides and attractions. This helps them to plan their day, save time and maximise their enjoyment.

DID YOU KNOW?
In 2020 EasyJet was a victim of a cyber-attack. Hackers were able to access the personal data of 9 million customers, including names, email addresses, travel details and some credit and debit card details.