



**Cities**

These can be very busy, exciting, dynamic, historic, modern and cosmopolitan places. People often travel to them for shopping, eating out, and sightseeing opportunities. Cities can vary in size, and we have 4 capital cities in the UK.



**Cultural and Historical Towns.**

As well as busy c\_\_\_ destinations, visitors may be attracted to s\_\_\_ towns which offer a range of i\_\_\_\_\_ h\_\_\_\_\_ attractions and features, for example a\_\_\_\_\_ city walls and ruins, historic c\_\_\_\_\_ and m\_\_\_\_\_, interesting architecture, m\_\_\_\_\_ c\_\_\_\_\_ and places of w\_\_\_\_\_ and U\_\_\_\_\_ World H\_\_\_\_\_ Sites.

medieval	worship	historical	smaller	heritage	UNESCO
churches	city	ancient	castles	monuments	interesting

England	Wales	Scotland	Northern Ireland
London	Cardiff	Edinburgh	Belfast

**Types of Purpose-Built Attractions:**

Theme and Water Parks e.g. Disneyland Paris, PortAventura  
 Historical Sites e.g. castles, stately homes, walls and ruins  
 Wildlife and Nature Sites e.g. Marine Worlds, Safari Parks and Zoos  
 Arts and Entertainment Venues e.g. Sports Stadiums/event theatres, art galleries, museums, festivals, exhibitions and local events



**Types of Tourist Destinations:**

Coastal Resorts.  
 Countryside Areas (including National Parks).  
 Towns and Cities.  
 Winter sport areas.  
 Cultural and Historical Destinations.



**Component 1b**  
**Organisations and Destinations**



**B1 Visitor Destinations**

**Facilities**  
**Facility: a place, amenity, or piece of equipment provided for use by tourists.**



**Sporting Facilities:**  
 Many visitors may choose to visit a destination because of its sporting facilities, whether to watch as a spectator or to take part as a competitor.

Example: Old Trafford, home to Manchester United attracts **thousands** of international tourists each year to watch matches but also to tour the ground

**Features of Destinations:**

- Visitors and tourists will consider their needs and what they want from their visit.
- They will think about a range of features at destinations before making their final choice.
- Most visitors will find key features such as natural or purpose built attractions, visitor attractions and the facilities.
- Some will choose climate when choosing a destination.

**Natural Attractions:**

Different visitor types will have very different reasons for choosing a tourist destination.

The range of geographical features and natural attractions available could be a **deciding factor, especially for those wanting to relax.**

Destinations could have any number of these that could persuade tourists to visit....

**Business Facilities:**

There are destinations around the world that cater to business travellers for example, convenient transport links and hubs, large conference venues, and business hotels with board rooms. **London, Paris, New York and Tokyo are popular for business travellers.**

Destinations such as **Chicago, Shanghai, Dubai and Abu Dhabi** are fast becoming popular for international travellers due to their large airports



Oceans	Seas	Rivers	Canals	Caves	Waterfalls	Lakes
Mountains	Hills	Woodland	Parks	Coastal Areas	Islands	Nature Reserves

**Shopping Facilities**

- Many destinations around the world are famous for their **shopping facilities, whether they be specialist retailers, local shops, outlets or markets.**
- London compares well to locations such as Dubai, Paris, Milan and New York, which are famous for their **department stores, boutique shops and modern malls.**
- The UK has famous names such as Fortnum and Mason, Harrods, Liberty London and Harvey Nichols. As well as high end stores and markets.

**Visitor** – someone making a visit to a main destination outside their usual environment and for less than a year for any main purpose including holidays, leisure, business, health and education

**Tourism** - involves the movement of people to countries or places outside their usual place of residence for personal or business/professional purposes.



There are three types of tourism, reflecting where people are moving to and from:

- **domestic tourism** - a visitor within their country of residence and outside of their home
- **inbound tourism** - visitor from overseas coming into the country
- **outbound** - visitor outside of their country of residence.

**Are these examples domestic, inbound or outbound?**

1. Loryn is taking a holiday in the UK. She lives in Denmark.
2. Russell is going on holiday to Bournemouth. He lives in Colchester.
3. Year 11 at Kingsthorpe College in Northampton are going to visit Leeds Castle for the day.
4. Poppy and Will are going to Barcelona for a weekend break. They live in Birmingham.
5. Kurt is a huge YouTube fan from Nottingham. He is going to Vidcon in California.
6. The Singh family from Glasgow are going on holiday to Fethiye, Turkey.
7. Ben goes to visit his mother in Londonderry every Christmas.
8. Kate is taking a gap year before going to university. She is going to be travelling through Asia.



**Leisure tourism examples – 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.**

## Component 1b Organisations and Destinations



# B2 Types of Travel and Tourism Activities

Scenario of leisure tourism	Reason for Travel
Kieran and Steve decide they would like to visit the world-famous Blackpool illuminations. They take the train from Manchester to Blackpool and stay overnight in a hotel, before returning home the next day.	
Stuart, Louise, Michael and Marcus are a group of friends travelling from Luton to Barcelona for a week. They want to see all the famous sights, eat in nice restaurants, visit the beach and party in clubs in the evening.	
Paul is travelling from Dublin to Glasgow to stay with his sister for the weekend. The rest of the family are arriving from England to celebrate the 50 <sup>th</sup> birthday of Paul's uncle.	
<b>Now add your own scenario</b>	

**Business tourism can be defined as any travel for a job or work away from the usual place of work.**

Business travel is usually paid for by the employer and could be for a number of reasons. E.g. attend a meeting, conference, exhibition or event.

Business travel could be domestic but can be overseas.

Many travellers usually take advantage of business class facilities and services for example on planes and trains, or when using business lounges and business centres in hotels and airports.

**What facilities might a business traveller need when travelling?**

*A business traveller would need...*

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:

- o families – including multigenerational
- o couples
- o individuals
- o business – groups, individual
- o groups – special interest, friend/family, clubs, sports, educational.

**Certain visitors might also have a range of specific needs** that must be met when taking a day trip or a holiday.

These visitors could include:

- speakers of other languages
- customers with different cultural needs
- visitors with disabilities and impairments, for example wheelchair users and those with hearing and visual impairments.

Families:

No family is the same. There are lots of different types of family which can include...

- Parents/Carers
- Grandparents
- Step children/adoptive children

As people live longer, and children find it more expensive to live away from the family home, it is becoming more common for households to be **multi generational**.

**When taking a family holiday, the needs of all the family members must be considered, for example, the activities, methods of transport, room types and specific needs.**



How would you describe or categorise these different types of visitors?

What needs might they have when travelling? (e.g. transport choice/accommodation specific needs)

Task:

Now choose one type of visitor from the list and write a description of their characteristics.

Then explain what they might want and need from a tourist destination.

## Component 1b Organisations and Destinations



# B3 Popularity of Destinations and Visitor Types



### Families

- Families will principally need to keep the children happy and occupied while providing relief for adults! Some families will look at destinations which provide **activities on-site or within the price**, such as Butlins or Haven holidays. Destinations such as Center Parcs provide a **safe environment for participating in sporting activities**, and an all-year round swimming zone. If the weather is good, then families might be happy making sandcastles on a safe beach.

### Retired people

- Retired people may also be looking for activities with other similar people; ballroom dancing weekends or painting holidays are popular. Sometimes older people may simply want the opportunity to **sightsee in peace!**

### Young people

- Young people usually like to have plenty of opportunity to meet others so look for **clubs, bars** and other places to meet. They may well want to have **activities during the day** in order to socialise.

### People with special needs

- The special needs may be physical or otherwise. Visitors may be **wheelchair users, or hearing or sight impaired**. Reasonable adjustments have to be made in order to accommodate these needs, except where the **provision of ramps, etc. would affect a protected building**.

### Inbound visitors/ International visitors /Overseas visitors

- Overseas visitors may need some help with guiding. The provision of **leaflets in foreign languages, multi-language signs or bilingual guides** (guides who speak more than one language).

Remember that your visitors can also be:

- **Domestic – taking holidays and trips in own country**
- **Inbound – visitors from overseas coming into the country.**
- **Outbound – travelling to a different country for a visit or holiday**