

Tourist Attractions

- Fun
- Entertainment
- Spend time with family and friends
- Educational facilities
- Wheelchair hire
- Cafes and shops
- Much busier during school holidays and summer months
- Provides seasonal work for local people

Built Attractions

Not natural, built by man.
Most tourists visit these to have fun and be entertained.
Most have been purpose built e.g. theme park
Others built for different reasons but now attract visitors such as stately homes and castles.

- Art galleries
- Museums
- Zoo's



Natural Attractions

These are natural features of the landscape and environment.
Not been built by man.
Many tourists visit these to relax, get exercise, escape from the city and to connect with nature.

- Beaches
- Caves
- Forests
- Lakes
- Mountains



Free to visit
May need to pay for parking



Travel and Tourism Organisations

Tour Operators work with different organisations such as hotels and ground transport. They contract large numbers of hotel rooms and flights at discount prices and sell them to customers through travel agents.
E.g. TUI, Jet2holidays, Virgin Holidays.

- Travel Agents** have specific roles including:
- Booking flights
 - Booking package holidays
 - Arranging trips and excursions
 - Booking car hire and travel insurance
 - Providing foreign exchange

Business Travel Agents Provide the same service as Retail Travel Agents but for the business market. This might involve booking for employees to attend meetings, conferences and events. They manage all of the travel booking services for a large business, including flights, rail bookings. Hotels, transfers, meeting venues and spaces. They may also arrange chauffeur driven cars and airport parking.

Retail Travel Agents Offer products and services to customers looking for holidays. They are found on the main high street in a town or city or in supermarkets. They can be accessed via telephone through call centres or as web based agents online.



Accommodation
Tourists need somewhere to stay, whether taking a trip for leisure or business, to visit a conference or event. Each accommodation type offers different options, services and facilities.

- Hotels
- Hostels
- B&B's
- Self-catering apartment
- Caravan/campsite

- Hotel Facilities and services**
- Restaurants and bars
 - Conference and meeting rooms
 - Concierge service
 - Business centre
 - 24-hour reception
 - Fitness and leisure facilities
 - Parking
 - Entertainment



Conference and Events Management Companies
These organisations book, or provide venues and locations for conferences and different types of events. They can also arrange equipment hire, audio-visual facilities and catering options.

Transport

Air Travel	Rail Travel	Sea Travel	Road Travel
<p>Good for travelling longer distances Full-service airlines such as Emirates or Virgin Atlantic offer a range of services included in the ticket price</p> <ul style="list-style-type: none"> • A choice of food and drink options • Entertainment such as movies and music • Duty-free shopping, eye-masks, travel socks and ear plugs. • Different classes of travel-economy, premium, business and first. • Low-cost airlines (Ryanair and EasyJet) offer low priced flights with less services and products included. • Check-in luggage, seat choice and food and drink available but at an extra cost. 	<p>33 train operating companies in Britain Offer customers a choice of first or standard class travel and the opportunity to buy discount tickets if booked in advance.</p> <p>Examples of large rail terminals</p> <ul style="list-style-type: none"> • Manchester Piccadilly • Liverpool Lime Street • London Euston 	<p>Ferry terminals and ports offer sea travel options for customers. Some ferry services only carry people but others transport vehicles as well as passengers.</p> <p>e.g. Stena Line, Irish Ferries.</p> <p>Range of facilities on board such as bars, restaurants, cabins for longer journeys.</p> <p>Seaport Gateway = Port of Dover, where many visitors from Europe enter the UK.</p>	<ul style="list-style-type: none"> • Own car • Hire car • Taxi • Coach <p>Most convenient and flexible way to travel</p> <p>Network of motorway service stations provides road travellers with facilities such as toilets, fuel, shops and restaurants.</p>

Transport Providers

- Airlines
- Car hire
- Train operators
- Ferry companies
- Coach and bus operators
- Taxi companies

Tourists need safe transport from one destination to another as well as access to a range of facilities and services to make their journeys more comfortable

Tourism Promotion

Different organisations promote tourism to raise awareness and to encourage people to travel and visit different destinations. They can also support visitors, providing guidance and advice.

- Provide information and advice to visitors
- Encourage people to stay and spend money in local attractions, accommodation providers, cafes, bars and restaurants.

Tourist or Visitor Information Centres	Regional Tourism Agencies	National Tourism Agencies
<p>Located in many towns and cities They provide support and advice to visitors. They provide services such as directions, hotel bookings, tickets for shows, tours and events. Sell products and merchandise such as gifts, maps and guides.</p>	<p>Located in certain areas. Their aim is to attract more visitors to a specific region, county or area. Manage websites and online promotional campaigns to attract tourists to their area. e.g. Cumbria Tourism</p>	<p>Have a key role in promoting tourism for the whole country. Manage different campaigns and promotions to attract more inbound visitors. Help to raise awareness and the profile of a country and to increase the money earned from tourism. e.g. VisitBritain</p>

Staff are well trained and give advice on...

- Where to stay, visit and eat
- Opening times of attractions
- Driving routes, directions and parking information
- Weather advice
- Location of key facilities e.g. toilets, cash machines and transport hubs



Ownership of travel and tourism organisations

Private Sector

Organisations in this sector are owned or controlled by private individuals, shareholders or companies.

e.g.

- Blackpool Pleasure Beach
- FlyBe
- Alpha Holidays Limited



Public Sector

Organisations in this sector are funded and sometimes owned by central and local governments

e.g.

- Tropical World Leeds is owned and managed by Leeds City Council

Voluntary sector

These are independent organisations usually funded by membership donations, grants and the sale of products and services such as tickets, food, drink and merchandise.



e.g.

- The National Trust who own and conserve historic houses, monuments, castles, coastlines, forests, gardens, parks and nature reserves.
- Over 5 million people are members.

Horizontal Integration

Where a business takes control of another business at the same level

e.g. a travel agent taking over another travel agent- TUI took over Thomson Travel



Vertical Integration

Where an organisation owns different companies at different levels of the supply chain

e.g. a tour operator might own its own travel agency, airline or hotel

Aims

Financial Aims £

- Sell goods and services to make a profit
- Increase sales by attracting new customers
- Control costs

Strategic Aims

- Expanding- grow and develop by offering more products and services to more customers.
- Competing with other businesses so need to provide consistent excellent customer service, gain good quality customer reviews, have a unique product to sell.
- Value for money- offer discounted rates on ti



Types of Tourism

Domestic Tourism

When visitors and tourists take holidays within their own country.

Outbound Tourism

When visitors and tourists travel to a different country from their own country for a holiday.

Inbound Tourism

When visitors and tourists from overseas travel into a different country

Reasons for Travel

- Day trips
- Holidays
- Visiting friends and relatives
- Meetings
- Conferences
- Events
- Short breaks

Leisure Travel

When travelling for leisure people are often taking a holiday, or day trip, or travelling to visit a friend or relative.

Business Travel

Travelling to a location or venue for work purposes, for example a meeting, conference or training event.

Types of Visitor

- Individuals
- Couples
- Families
- Groups
- Domestic visitors
- Inbound visitors
- Customers with specific needs

Types of destination

Coastal areas

Seaside resorts
Sandy beaches
Steep cliffs
Very attractive destinations for many visitors who want to relax, walk, surf, fresh air and fun.

Towns and Cities

Capital cities
Historically and culturally rich
Shopping
Eating out
Entertainment- theatres, shows, concerts
Sightseeing opportunities

Countryside areas

National parks
Lakes
Forests
Mountains

Types of Holiday

- Package
- All-inclusive
- Independent tailor-made
- Multicentre
- Fly or self-drive
- Short breaks
- Touring holidays
- Specialist/niche
- Voluntary work
- Holiday parks

Types of Accommodation



- Hotels
- Motels
- Guest houses
- Bed and breakfasts
- Bunk barns
- Holiday cottages
- Chalets and eco-lodges
- Villas and apartments
- Caravans
- Youth hostels

Regulators

Roles and Responsibilities

- Ensure that organisations meet standards
- Give customers help and support
- Represent members
- Help with repatriation (bringing people home if something goes wrong abroad)
- Licensing
- Dealing with customer complaints



Help to protect customers and ensure that organisations meet industry standards.

Civil Aviation Authority (CAA)

Helps to ensure that the aviation (airline) industry meets strict and safety standards and ensure that customers are protected.

Runs and manages the Air Travel Organiser's Licence (ATOL) holiday protection scheme which gives customers a full refund if the company they book their holiday with closes down.



Office of Rail and Road (ORR)

- Regulates railways and roads
- Provides advice and guidance to passengers on station and platform safety
- Monitors serious railway incidents
- Monitor Highways England who operate, maintain and improve England's motorways.

ABTA

Represent travel agents and tour operators
Customers who book with ABTA registered travel agents are protected under its financial protection scheme which would give them a full refund if the travel agency closed.

Recession

A slowdown in economic activity. Can have a negative effect on the travel and tourism industry because people have less disposable income.

Levels of employment

If people lose their jobs or become unemployed then they have less money to spend on holidays and are less likely to take a holiday.

Currency exchange

This is the value of the currency of one country against another. Rates of currency exchange are constantly changing. This will affect how much a tourists money is worth when they change it to another currency. Rates can affect how much a tourist will have to spend on holiday for services such as accommodation, meals out, entertainment and gift shopping.

Infectious diseases and illnesses

These can affect tourists and the symptoms can be extremely unpleasant, sometimes resulting in death if not treated properly.

- Malaria
- Cholera
- Tetanus
- Norovirus
- Yellow Fever

Precautions and preventative measures

There are many common sense approaches that tourists can take to limit the possible risks.

- Wearing insect repellent
- Keeping exposed parts of the body covered
- Using special bed netting
- Having a required vaccine
- Washing hands before eating
- Drinking bottled water not tap water

Adapting operational procedures

Organisations must review their procedures due to multiple global threats to security. This allows them to identify where they could improve their current practice, ensuring the safety and security of their customers.

- Positive media coverage can lead to increased visitor numbers in destinations. Organisations may have to adapt by offering more flights to a destination e.g. in 2018, 70 new flights were being offered to Croatia.
- When there is a natural disaster, travel organisations will adapt by cancelling flights.

Factors influencing global travel and tourism



Economic Factors

Boom

This is when a country experiences a period of growth. People have more disposable income and are more likely to spend their money on luxury products such as holidays. This is a positive for the travel and tourism industry.

Fuel costs

The cost of fuel changes all the time, depending on the price of oil. Rising oil prices can affect the price of fuel and so travel and tourism organisations have to pass on this cost to their customers. Airlines may also reduce the amount of flights that they offer.



Trade and taxes

Some countries have a departure tax for when people leave the country. E.g. the UK has a charge known as Air Passenger Duty (APD) which is added to the cost of flights for those with more than 20 seats.



Legislation and Regulations

This can affect visitors in number of ways. Certain laws are put in place to try to ensure visitor safety and security or to protect the destination.

Passport and visa entry requirements

To travel from the UK a tourist needs a valid passport in order to leave and gain entry to outbound destinations. Some countries also require a valid visa.



Political Factors

Political instability

The threat or outbreak of war can have a huge impact on tourism. Holidays may be cancelled and tourists will be advised not to travel.

Funding and tax incentives

Tourism can benefit a country in many ways, so governments are keen to develop tourism in any way that they can e.g. in Kenya, the government has introduced tax incentives such as removing VAT from air tickets and park entrance fees to encourage more people to visit.

Adapting and developing new products and services

The success of products and services depends on there being a demand from customers. This is in response to real-world situations. e.g. 2015 terrorist attacks in Tunisia TUI offered cut-price deals to encourage the recovery of Tunisian tourism.

Travel and tourism organisations' responses to factors

Reviewing pricing structures

Many organisations perform a cost risk analysis and adjust prices in order to maintain visitor numbers. People are willing to travel to places that may be considered 'risky' if they feel that the holiday price is excellent value for money.

Severe weather events- weather hazards

Can affect certain parts of the world on a regular basis.

- Flooding
- Drought
- Fires
- Landslides
- Tornadoes
- Avalanches
- snowstorms

Natural Disasters



Personal Safety

Staying safe makes the difference between a dream holiday and a nightmare experience.

Being in an unfamiliar place and sometimes with a language barrier can put people at risk.

- Theft of personal belongings
- Getting lost
- Accidents

Safety and security concerns

Providing the public with up to date information

Travel advice is provided by local, regional and national government agencies.

- Traffic reports and delays
- Weather warnings affecting travel

Travel restrictions

Governments have the power to impose travel restrictions. They can also limit the ability of members of their own population to travel freely. They can also restrict inbound tourist access to their country or part of it, along with visa restrictions.



Factors influencing global travel and tourism

Geological hazards

e.g. Earthquake, Volcano

Can cause damage to infrastructure that is important to the travel and tourism industry- hotels, airport, roads etc.

Safety measures

In order to keep tourists safe on holiday, authorities and travel providers will use a range of safety measures. Designed to stop problems arising and to provide visual reassurance that they take security seriously.

Airport safety

Airports have the most stringent safety measures of any organisation in the travel and tourism sector.

- Luggage being screened
- Individuals being screened
- Passport checks

Can be time consuming and cause delays.

Encouraging employment

Governments will provide funding to invest in tourism within their country. This helps to create jobs. e.g. in 2015 the UK government pledged £1.7million of funding to provide 500 new apprenticeships and 1500 jobs.

Introducing security measures

Governments constantly review their security measures due to the ongoing threat of terrorism. e.g. venues now have to check all bags before members of the public are allowed to enter.



Promoting a positive image

It is important to promote a positive image that encourages tourism. Governments have organisations that are responsible for tourism promotion. E.g. in the UK we have VisitBritain.

Raising funds

Securing funding is an important issue for tourism charities that want to promote sustainable tourism.



Raising awareness of issues

Work with governments to raise the negative issues associated with global tourism. Voluntary organisations (charities) believe that if tourism isn't managed then this will have a negative impact on local communities and environments and can cause long-term problems for residents, including the overall decline of tourism.

Visitor numbers

Locations used in TV shows and films become popular with tourists.

Media, publicity and image



Types of media

- Social media
- Newspaper
- Adverts
- TV/News reports
- Radio
- TV Programmes

Negative effects

Some destinations have been given bad reputations due to media coverage, which can affect the amount of people visiting that destination. e.g. Magaluf is known as a 'wild party' resort.

Positive effects

Coverage of special events can show the good things about a resort and can generate a lot of positive publicity. e.g. The World Cup in 2018 and the 2012 Summer Olympics in London

Safety guidance

Foreign and Commonwealth Office (FCO) will issue advice on safety and security to tourists. They will advise which countries are not safe to travel to and how to stay safe in certain destinations.



Voluntary organisations play an important role in global travel and tourism...

- Preserve historic buildings
- Promote sustainable tourism
- Provide emergency support to destinations affected by major events.

Voluntary organisations' responses to factors