

Types of Tourism

- Domestic Tourism
- Outbound Tourism
- Inbound Tourism

Types of Travel

- Leisure Travel (VFR, Visiting Friends and Relatives)
- Business Travel (MICE, Meetings, Incentive, Conference, Events)
- Specialist Travel (Adventure, Health, Education, Cultural/Heritage, Dark Tourism, Voluntary Work, Conservation, Eco-tourism)

Principles of Sustainable Tourism

- 1) Minimise negative environmental impacts in a destination
- 2) Create economic benefits (jobs for local people)
- 3) Conserve local culture
- 4) Promote links and respect between tourists and local communities

Benefits of Sustainable Tourism:

- Environmental protection
- Links with the local community
- Reduced energy consumption
- Reducing waste
- Cost savings
- Competitive edge and image



The Importance of the Travel and Tourism Sector to the UK Economy

- Gross Domestic Product (GDP) - the value of a country's economy
- Direct Employment - jobs where employees are in direct contact with tourists and provide the tourism experience e.g. hotel receptionist
- Indirect employment - jobs in companies that supply the direct employment companies e.g. aircraft suppliers and laundry suppliers
- Economic Multiplier Effect - the additional revenue, income or employment created in an area as a result of spending on tourism
- Infrastructure Development - improving facilities and services for tourists

Industries in the Travel and Tourism Sector

- Tour Operators - companies that organise package holidays. There are 3 types including domestic, outbound and inbound. The products and services they offer include travel, accommodation and transfer
- Travel Agents - they book holidays on behalf of tour operators and advise customers on holiday options. There are 3 types including online agents (Expedia), multiple (Thomas Cook) and Independent (Earlsfield Travel Ltd)
- Online Services - more and more customers are using the internet to search for holidays

Key term:

Consolidator - a company that groups together products or services from different companies in order to sell them e.g. booking.com

- Passenger Transport - road, rail, air or sea
- Accommodation - hotels, guest houses and B&B, apartments, youth hostels, camping and caravans, holiday parks and motels
- Visitor Attractions - natural, purpose-built and heritage
- Arts and Entertainment - events, festivals or theatre

Key term:

Primary Products and Services - the main purpose of a visit e.g. to see a festival

Secondary Products and Services - adds appeal and brings in more money e.g. selling t-shirts, camping, posters food and drinks at a festival.

- Tourism Development and Promotion (VisitBritain) - develop and promote tourism at national (VisitEngland), regional (VisitCornwall) and local level (VisitManchester)



Key Organisations in the Travel and Tourism Sector

Trade and Professional Bodies

1. Civil Aviation Authority (CAA) - ensures UK airlines, airports and National Air Traffic Services (NATS) follow regulations for aviation e.g. health and safety
2. Office of Rail Regulations (ORR) - ensures the rail industry meets regulations
3. Association of British Travel Agents (ABTA) - represents and protects travel agents and tour operators. They manage complaints from customers when the booking agent cannot resolve the problem
4. Association of Independent Tour Operators (AITO) - represents independent, specialist tour operators. Provide funds to help customers if a tour operator goes bankrupt and they need to be brought home by another company
5. UK Inbound - represents tour operators who are organising trips and holidays in the UK for inbound tourists e.g. English Holidays

Ancillary Organisations (ways of making extra money)

- Car hire (Hertz, Europcar)
- Travel insurance (gocompare.com)
- Airport services (car parks, VIP lounges)



Product Comparison Providers

- Operate over the internet and allow you to compare products and services e.g. Flight Checker and Moneysupermarket.com

Types of Organisation in the Travel and Tourism Sector

- Private Sector - owned by individuals, partners or a group of shareholders (people who own shares of the company). They aim to make a profit (Thomas Cook)
- Public Sector - they are funded and usually run by the government. They aim to provide services e.g. advice of our tourism sector (VisitBritain)
- Voluntary Sector - these organisations are often charities. They get money from merchandise, donations and grants (National Trust)

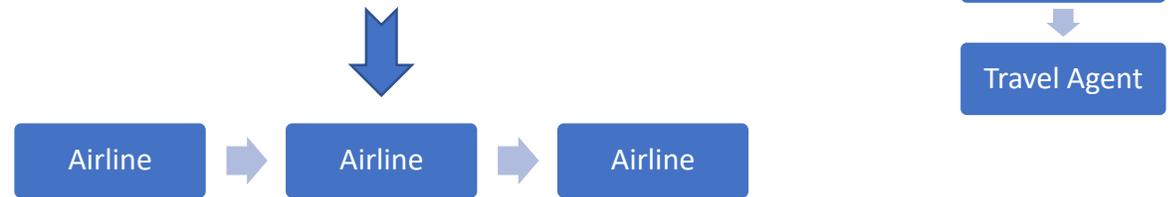
The Interrelationships Between Travel and Tourism Organisations

Key term:

Chain of Distribution - means of getting the product or service to the customer

Common Ownership

1. Vertical Integration - an organisation that owns companies in different industries within the travel and tourism sector
2. Horizontal Integration - an organisation that owns companies within the same industry



Commercial Partnerships

- When companies become partners e.g. Debenhams and Virgin Holidays. Benefit each other in terms of advertising and making a profit

The Role of Consumer Technology

- Airports - self-service check-in, security
- Visitor Attractions



Key term:

Interpretation - a means of giving information to visitors to help them understand and enjoy what they are looking at

- Accommodation - online bookings, entertainment and communication
- Mobile Applications
- E-ticketing (m-ticket on mobile phones)
- Websites

