

GCSE Leisure and Tourism

Unit 2



Introducing Leisure and Tourism Destinations

Leisure and tourism destinations are the places to which people travel in order to take part in leisure and tourism activities. In studying these destinations, it is necessary to think about the ways in which people travel to the destination and the facilities and attractions which make the tourist want to go there. This is known as the appeal of a destination. Many people want to travel to a tourist destination to have a holiday and relax. Others may travel to watch a game of football or rugby.



Many tourists might visit Cardiff Bay while they are staying in the city to watch a rugby or football match at the Millennium Stadium.

Because people travel for different reasons; leisure (holidays), business and visiting friends and relatives, different aspects or features of the destination will appeal to them.

- People travelling for leisure purposes will be more interested in the range of attractions available.
- Business travellers may be more interested in the conference facilities or the ease of getting from the city centre to the airport.
- People travelling to visit friends and relatives will be less interested in the attractions and facilities because their main reason for visiting that destination is the friends or relatives they are meeting and staying with.

Many jobs in the leisure, travel and tourism industries involve knowing about different tourism destinations:

- Travel agents selling holidays to customers have to be able to give information about the attractions and facilities at the destination.
- Tour operators must be able to describe the facilities and attractions in their brochures.
- Tour guides will need to have detailed knowledge about the history and culture of the destination.
- Resort representatives will require knowledge about the facilities in and around the destinations in which they are working to be able to advise their customers.
- Coach and taxi drivers will also need to know the location of major attractions, hotels and other tourist facilities.

It is also important for people working in the leisure, travel and tourism industries to be aware of:

- The location of major tourism destinations
- The location of major cities
- The climate of major destinations
- The natural and built attractions at major destinations
- The tourist facilities at major destinations
- Travel times, routes and gateways to major destinations



People selling holidays to San Francisco would be expected to know about the major attractions in the city, including the street cars, the Golden Gate Bridge and the sea lions at Pier 39.



It is not always easy to put leisure and tourism destinations into groups. Many destinations fit into a number of categories. For example, London receives millions of leisure tourists each year. Some of these are travelling from different parts of the United Kingdom and some are day visitors, not staying in London overnight.



Tourists from all over the world visit London because of its heritage

The city is also a popular destination for tourists from long-haul destinations, such as the USA and Asia. Also, London is an important commercial centre and so attracts thousands of business tourists each year. Additionally, many people who live in different countries visit London to stay with friends and relations.

The London Eye has become an important attraction in London. People may visit the attraction in their leisure time and not stay in the city but return home the same day. These people still count as tourists.



Tourism destinations may be specific places, such as cities or National Parks, or they can be areas of land. Examples of these would be coastal areas such as the Algarve in Portugal or the French Riviera. Alternatively, tourism destinations may be areas of countryside, such as the Italian Lakes or the Black Forest in Germany.



The Mediterranean Coast of France, known as the Riviera, has been a coastal tourism destination for a long time.

Some tourism destinations are much smaller than others. Some towns and cities, such as Cardiff, Chester or Cambridge, would be seen as tourism destinations.

Cardiff is becoming more popular as a tourism destination, partly because of the success of the Wales Millennium Centre and the other attractions in Cardiff Bay.



The word '**resort**' is often used to describe a tourism destination. These are villages and towns in which a high proportion of the jobs and businesses are connected to tourism. Resorts have a range of accommodation and include a number of attractions and other tourist facilities. For example the resorts of Benidorm and Alicante are found on the Costa Blanca area of Spain. Major cities are not referred to as resorts.

Also, many islands which are associated with tourism would be recognised as tourism destinations. Within the Mediterranean area, the islands of Ibiza, Malta, Crete and Cyprus, amongst many others, would be seen as tourism destinations. Within each of these there would be a number of towns which would be described as resorts.



The Greek island of Kos is one of a number of Mediterranean islands which is a destination appealing to many tourists.

Most countries, although strictly speaking they are tourism destinations, tend not to be seen as such. Within France for example, Paris and other large cities would be seen as destinations. The coastal areas bordering the Atlantic Ocean and Mediterranean Sea, would be destinations in their own right. As would the countryside areas of the Dordogne, and Provence. The French Alps and Pyrenees, with their winter sports resorts, would also be seen as separate destinations.



Many villages in the French Alps are resorts for winter sports such as skiing and snowboarding.

Another way of classifying tourism destinations is into short-haul and long-haul destinations. Long-haul destinations are those which require a flight of over four to five hours. These destinations are outside of Europe and, in most cases, the only feasible way to reach them is by air. Short-haul destinations require a flight of less than four to five hours and many can be reached by road or rail transport as well as air.

Paris is a popular 'short-haul' destinations which is easily reached by air, road or rail from the United Kingdom.



Activity 1

Answer true or false to the following questions.

	True or false?
1. People travelling for leisure purposes are interested in the conference facilities at a destination.	
2. The word 'appeal' refers to the facilities and attractions at a destination.	
3. Tour guides need to know where places are because they sell holidays.	
4. Resort representatives need to be able to describe facilities and attractions in their brochures.	
5. The Golden Gate Bridge is a major attraction in the city of Los Angeles.	
6. Every tourist who visits the London Eye stays in the city overnight.	
7. For tourists from the USA, London is a long-haul destination.	
8. London is an important commercial centre and attracts many business visitors each year.	
9. All National Parks are tourism destinations.	
10. The Mediterranean coast in France is known as the Algarve.	
11. Cambridge and Chester are tourist destinations.	
12. Benidorm and Alicante are resorts in the Costa Blanca area of Spain.	
13. Many villages in the French Alps are resorts for summer activities.	
14. All destinations in Europe are classed as short-haul.	
15. Flights lasting two hours are classed as long-haul.	

You should have answered 'false' to eight of the questions.

For each of the answers which are false, write a sentence to give the 'true' answer.

Why People Travel

People travel for many different reasons and the travel and tourism industry is about far more than providing holidays for people.

There are three main reasons for travel. These are:

- Leisure tourism
- Visiting friends and relatives
- Business tourism

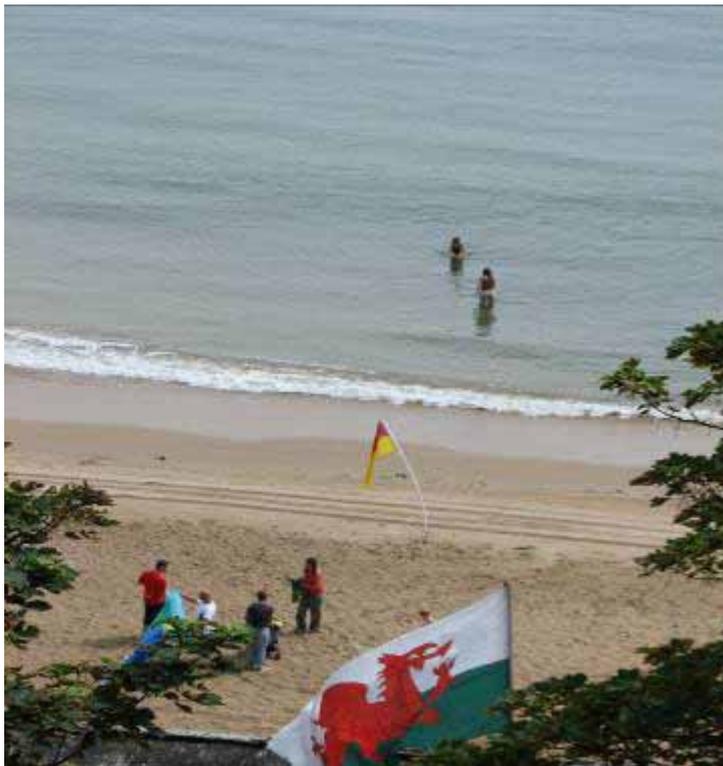
Most tourist trips can be placed into one of these groups.

Leisure Tourism

Holidays

Many leisure tourism trips are taken where the main purpose is relaxation, rest and enjoyment. Such trips are called ***holidays***.

Most holidays are taken in family groups, couples or with groups of friends. Sometimes, people may choose to go on holiday by themselves to be on their own, or perhaps to meet new friends. The majority of holidays last less than two weeks.



Relaxing on a beach with members of a family is still a very popular form of holiday.

In the 1930's when more ordinary people began taking holidays, nearly every holiday lasted one week and in most cases the holiday started and ended on a Saturday. One reason for this was that people could only afford one weeks holiday. Also, there was less paid holiday. Whereas today, many people get three or four weeks of paid holiday a year, before the Second World War many people only had one week of paid holiday, so they could not go away for so long.

However, in recent years, holidays of two and three weeks have become common and some holidays may even last several months. More young people are choosing to travel to Australia, New Zealand and other destinations for several months.



More young people can now choose to travel to New Zealand for a long holiday, where they can walk on a glacier.

Short breaks of less than one week are becoming increasingly popular as second holidays. Many people now have more leisure time and can afford to go away more than once in a year. People choose to spend 2 or 3 nights away from home on a short break. This may be over a weekend or mid-week. People may find this a way of relaxing without having to pay for a week's holiday. Alternatively, they may not have the time to go on holiday for a week.



Tenby, in Pembrokeshire is a typical seaside town which used to have most of its tourists staying for one or two weeks. Today, more people visit on short breaks.

City breaks are also becoming more common. As their name suggests, a city break is a short holiday of two, three or four nights taken to a city which has a number of tourist attractions and facilities. Two popular destinations for city breaks are the cities of Paris and Barcelona. Both have world-famous attractions and plenty of things for tourists to do. Also, they are both very easy to get to. Tourists from the UK can travel to Paris by air, road or rail, using the **Eurostar** service. Also, tourists can choose to combine a visit to central Paris with a day at the Disney resort as well.

The River Seine is a popular attraction in central Paris.



Barcelona is a popular short break because a number of airlines offer relatively cheap fares from a number of airports in the UK.



Barcelona has a wide range of attractions which interest many tourists.

Other forms of leisure tourism

There are a number of other reasons why people travel for leisure purposes other than for rest and relaxation. These reasons include:

- **Health and fitness tourism** – such as a cycling tour, rock-climbing trip or a walking holiday

- **Sports tourism** – sports tours can be taken as a spectator, such as a visit to a major sporting event like a Six Nations Rugby International or a motor racing Grand Prix in another country. Or they can be taken as a competitor, perhaps running in an athletics meeting, which may entail a stay away from home.
- **Health tourism** – going to a different country to have an operation or medical treatment not available or too expensive in the country where the person usually lives. It is quite common for people to travel in order to recover after a period of illness.
- **Educational tourism** – school and college visits and foreign language exchanges linked directly to study experiences.

Coaststeering is an activity which is becoming increasingly popular in Wales. It could be classes as a sport or could also be a health and fitness activity.



Leisure tourism where there is a purpose for a visit, rather than just rest and relaxation, is often referred to as **activity holidays** or **special interest holidays**. In this type of holiday, the people involved spend a large part of their time involved in a particular activity, which may be related to sport, health, culture or nature, such as a bird-watching holiday.

A walking holiday would be a type of activity holiday



Activity 2

City Break, Short Break, Activity holiday, Special Interest Holiday, Visiting Friends and Relatives, Sports tourism.

A number of terms connected to leisure tourism have been introduced in the section above. Very often a holiday can cover more than one of the terms.

For example: *Gareth, Rebecca and their father, travel from Cardiff to London for three nights to stay with their grandfather. While in London they watch Wales play England at Twickenham as well as visiting the London Eye and the London Dungeon.*

This holiday involves:

- A short break – because they are only away for three nights
- A city break – because they are visiting London
- Visiting friends and relatives – because they are staying with their grandfather
- Sports tourism – because they are going to a major sporting event

Create five other holidays and identify the types of tourism involved.

Business Tourism

Many people have to travel in the course of their business life apart from making a regular journey to and from where they normally work. This is called business tourism. It may involve driving to a meeting or flying to another country for a conference.

Business tourism is very important to the travel and tourism industry. Business tourism takes place all through the year and some travel and tourism businesses, such as budget hotel chains, rely heavily on income from business travellers.



Many hotels rely heavily on business visitors during the week. Leisure travellers are more likely to stay at the weekends.

It is also wrong to think that all business tourists travel in 'business class' on aeroplanes and stay in expensive hotels. All travel involving a stay away from home in connection with someone's job is classed as business travel. This will include workers on a building project, or teachers attending a training course.

Business tourism involves a number of different activities including:

Business meetings – Every day many people travel to business meetings. These may or may not involve a stay away from home.

Many motorway journeys or rail journeys are made by people attending business meetings and hotels close to motorways and railway stations are regularly used for business meetings.



Fast 'inter-city' rail services allow business travellers to attend meetings in cities in different regions of the UK and return home the same day.

Trade fairs – Many industry organisations have annual trade fairs which attract thousands of visitors. Companies pay to have a stand or display at the trade fair to show off their products to customers. Businesses also take the opportunity to talk to each other during the event. The Ideal Home Exhibition is an example of trade fair and the largest event for the travel industry is the World Travel Market which takes place in London each autumn.



Trade fairs, such as a motor trade show, allows companies to talk to each other and show their new products.

Conferences and conventions - A wide range of organisations hold an annual conference or convention which may be attended by hundreds of people, many of whom will need to travel and stay away from home, usually for two or three nights. The political parties in the United Kingdom usually hold their conferences in seaside resorts during autumn. Brighton, Bournemouth and Blackpool are commonly used because of the venues for holding conferences and the resorts have plenty of suitable hotel accommodation available. Generally, conferences are held in the UK and Europe, conventions are held in the USA.

Brighton is a popular location for a conference.



Corporate hospitality – It is common for companies to entertain their guests while they are visiting on business. For example, companies could entertain visitors from overseas by providing tickets for a sporting event. Some companies might hire an executive box at a football or rugby match to entertain their guests who are on a business visit.



Tickets to a rugby match are often used for corporate entertainment.

Business tourism is not all about business! While on a business visit many people will want to take the opportunity to visit the major attractions in a city or area and will build some time for leisure tourism into their visit.

Differences between business travel and leisure travel

There are some important differences between most business and leisure travel.

- More business travellers travel on their own, whereas leisure travellers are more likely to travel in groups.
- More business travel is booked at short notice, whereas most leisure travel is booked some way ahead.

- The business traveller is more likely to work during the journey, whereas leisure travellers are more likely to enjoy the scenery or entertainment on the journey, such as films on an aeroplane.
- More business travel occurs during weekdays, whereas weekend travel is more popular with leisure travellers.
- In the past, business travel was booked through specialist business travel agencies. Although these still exist, business travellers are now more likely to use web based travel companies such as Expedia or Travelocity.
- Business travellers are more likely to be experienced travellers and know their way around airports and other facilities; leisure travellers are more likely to be less sure of where they are going.
- Business travellers do not always travel business class, and some leisure travellers do!



Business travellers are just as likely to stay in budget hotels such as a Travelodge as they are in an expensive hotel.

Activity 3

Put the correct word in the column on the right which fits the business travel and tourism activity described.

Business Travel and Tourism Activity	Type of activity
Mr Singh travels to San Francisco in California to meet with three thousand dentists for four days.	
Mrs Hopkins travels from Cardiff to London to talk to Mr Lewis about sales figures and returns home the same evening.	
Mr Maldhani from Rome is in Cardiff with his assistant visiting a customer. The customer provides him with two tickets to see Wales play Italy at the Millennium Stadium.	
Maths teachers from all over the UK spend three days at Cardiff University during the Easter holidays discussing maths teaching.	
Companies making shoes and other types of footwear have an event lasting three days to show this years range.	

Activity 4

The **World Travel Market** is the major trade fair for the travel and tourism industry and takes place in London each autumn.

The website for the event is www.wtmlondon.com

Visit this site and answer the questions below.

1. What are the dates and times of the World Travel Market?

2. What is the name of the venue where it is held?

3. Name four methods of travelling to the venue.

4. Suggest why it is important for people working in the travel and tourism industry to visit the World Travel Market.

Visiting Friends and Relatives (VFR)

Of some 66,000,000 tourism trips to other countries made from the UK in 2005, over 10,000,000 were for visiting friends and relatives. Also there were many millions of visits made by tourists in this country for family events, celebrations or just spending a weekend visiting.

Family events might include:

- Christenings
- Weddings
- Funerals
- Birthday parties
- Anniversaries

In most cases the tourists return home the same evening, but often they stay overnight. These tourists do not spend as much because they tend not to stay in hotels, but they do spend money on a range of products and services provided by the travel and tourism industry.

They have to travel to the area where their friends or family live; this might involve a flight, car journey or rail travel. They tend to visit attractions while they are on the visit and they may well visit restaurants to eat. They may also use local transport services.

Those people hosting friends and family members are also likely to take part in travel and tourism activities while they have guests staying with them. They may well join their family members on visits to attractions or visit nearby tourist destinations, making use of transport facilities. The families and friends may also eat out together at restaurants.



Families might visit theme parks and other attractions when cousins come to stay.

Activity 5

Summarise the main differences between leisure travel, business travel and VFR travel using the following headings. You can produce a large table or grid if you want to.

- The types and size of the group people travelling
- The type of accommodation used
- The tourism activities which take place
- The main purpose of the travel
- How far in advance the travel is booked
- During what time of year does the travel take place.

In-bound, out-bound and domestic tourism

One of the most important ways of putting tourists into groups is to identify **domestic, in-bound** and **out-bound** tourists.

Domestic tourism: This involves people taking holidays, short breaks, business trips and day trips within the country they live in.

In-bound (incoming) tourism: This is a form of international tourism. It involves people travelling into a different country from where they usually live for a holiday or other tourism purpose.

Out-bound tourism: This is also international tourism and involves people leaving the country in which they usually live to take a holiday in another country. They may also travel to another country for business reasons or to visit friends and family (VFR).



UK residents visiting Hollywood during a visit to Los Angeles is an example of out-bound tourism.

The popularity of the United Kingdom with in-bound tourists

Why is the United Kingdom so popular with in-bound tourists? There are lots of reasons, including the ones below:

- There is a wide range of cultural and historic attractions dating from various periods of history.



Caerphilly Castle is one of the most spectacular cultural attractions in Wales.

- London is one of the most important tourist cities in the world with a wide range of international attractions. People are particularly attracted by the heritage associated with the Royal Family. Also, London is one of the world's financial capitals, creating lots of business tourism.

The range of attractions and heritage in London makes the city attractive for in-bound tourists, as well as domestic visitors.



- There is a wide variety of landscapes, ranging from the wild upland areas of Wales to the gentle rolling hills of southern England.



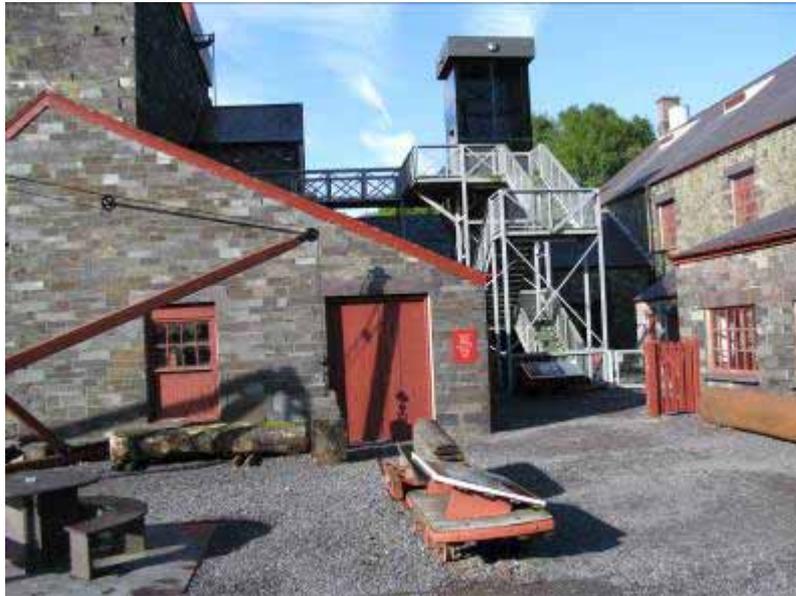
The mountain landscape of Snowdonia is interesting for many in-bound tourists.

- Many towns and villages are seen as being quaint and traditional, so appeal to in-bound tourists.



Tenby is a traditional seaside town in Wales which attracts mainly domestic visitors, but it is also popular with in-bound tourists as well.

- The industrial heritage of the United Kingdom is increasingly seen as being attractive to visitors.



The National Slate Museum in Llanberis is part of the industrial heritage of Wales as well as being an attraction to in-bound tourists.

- The coast of Britain is varied and provides opportunities for a range of tourist activities.



Rhossili Bay on the Gower Coast of South Wales is one of the most spectacular areas of coastline of the UK

- Stately homes and castles of historic importance attract many visitors. Additionally, some of these have been used for the setting of films in recent years. For instance, the Harry Potter films were made at Alnwick Castle in Northumberland.



Harlech Castle is typical of the castles and stately homes which are tourist attractions.

- Towns and areas of countryside are associated with world-famous authors. For example, Stratford-upon-Avon is associated with William Shakespeare.

Another reason way the United Kingdom is popular are that the country is generally viewed as a safe destination for in-bound tourists. Also, English is an international language so North American visitors have confidence in being able to talk to people. Many visitors from European countries are also able to speak English.

Activity 6

Use websites and other research methods to find out **two** examples of each of the following attractions and destinations in Wales or other areas of the United Kingdom.

Attraction or destination/area	Two examples
Two heritage or cultural attractions other than Caerphilly Castle	1. 2.
Two attractions in London other than the London Eye	1. 2.
Two upland or mountain areas other than Snowdonia	1. 2.
Two traditional small seaside towns or villages, other than Tenby	1. 2.
Two industrial heritage attractions apart from the National Slate Museum	1. 2.
Two coastal areas, other than the Gower	1. 2.
Two stately homes or castles other than Harlech and Alnwick castles.	1. 2.
Two towns or areas associated with world-famous authors other than Stratford-upon-Avon.	1. 2.

Wanting to travel and being able to travel (Motivating and Enabling factors)

Motivating factors – wanting to travel

Generally, people take part in tourist activities because they want to. They may want to go to a sunny beach to relax, enjoy themselves in a different city, visit their family for a special event or travel to watch their favourite team play in an important match.

Motivating factors are the things which give people the desire to travel and to make choices about the places they wish to visit. So all of the things listed above are motivational factors. Other people want to go on an educational visit and some want to travel to take part in an adventure activity; these are also motivational factors.



Many people are motivated to visit some of the world's most famous natural attractions, such as the Grand Canyon in the USA.

Some people are motivated to try out the most extreme of theme park rides.



Some people want to visit places of religious interest.



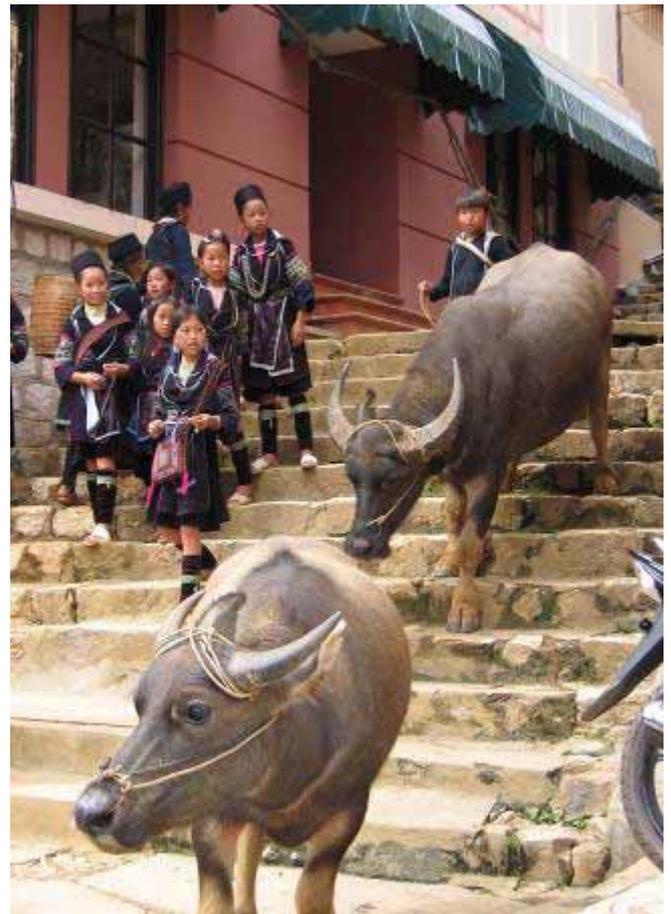
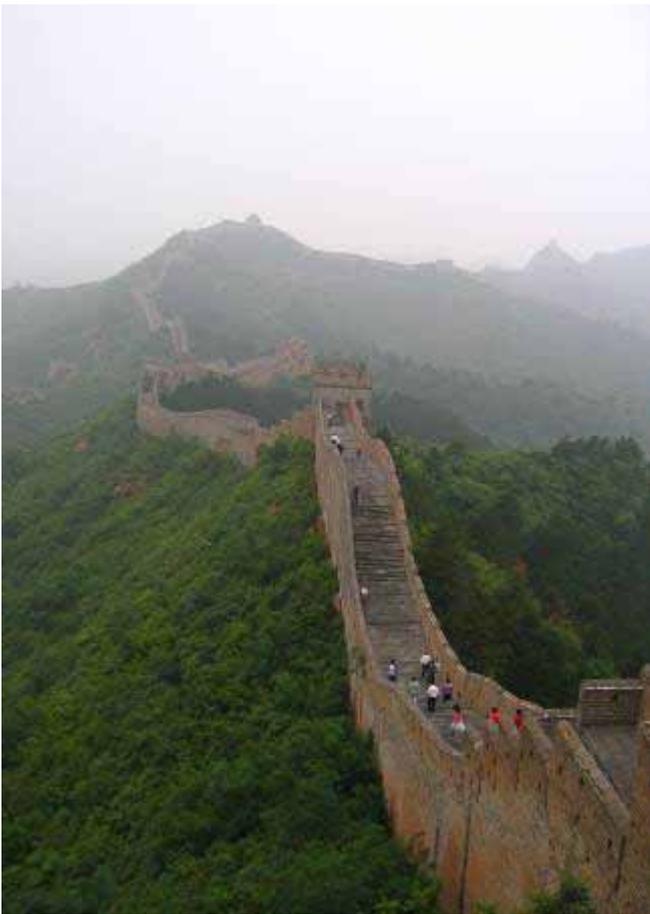
Many tourists like to experience the night life of major cities.



Others prefer a warm sandy beach.

'**Wanderlust**' is the name which has been given to people's desire to experience different places and cultures. This may be stronger in some people than others.

Many people have a list of destinations they would like to see and experience when they get the opportunity. Some young people make a positive choice not to go into a job before they have travelled to exotic destinations such as Asia and New Zealand to experience different cultures and environments.



Travelling to Asia allows people to experience very different environments and culture.

Activity 7

Match the famous attractions in the pictures below to the destinations in which they are found.

Sydney	Barcelona	Los Angeles	Toronto	Paris
New York	Beijing	Las Vegas	London	San Francisco



City _____



City _____



City _____



City _____



City _____



City _____



City _____



City _____



City _____



City _____

For some people, the desire to travel to warmer climates where hot, sunny conditions can be guaranteed, is a strong motivational factor. This '***sunlust***' is one reason why tourists have left the United Kingdom for Mediterranean resorts each summer, because they are far more likely to have hot, settled, sunny weather in which to relax on a beach or by a hotel pool.

Alternatively, people may be motivated by the need to experience different culture and head towards museums, art galleries and sites of religious interest.

Very often tourists are motivated by the need to relax and to spend quality time with family and friends away from the normal routine of work and home life.



Most people just want to relax and spend time with their family when on holiday.



Other ways of putting tourists into groups

One interesting way of putting tourists into groups in terms of motivation is to identify:

Adrenaline junkies

Beach bums

Culture vultures

Adrenaline junkies – look for adventure and excitement from tourism and want to be climbing mountains, skiing on glaciers, hang-gliding, abseiling, bungee-jumping etc.



Abseiling down a waterfall would appeal to adrenaline junkies

Culture vultures – enjoy experiencing the local culture, life style and customs of the destination they are visiting. These people are more likely to attempt to learn some words and phrases of the language of the area they are visiting.



Culture vultures would be more likely to buy locally made goods

Beach bums – enjoy relaxing on a beach or around a hotel swimming pool. They relax by taking things easy and soaking up the sunshine.



Beach bums only need a beach and warm sunny weather.

In reality, most people enjoy doing different things on holiday. The travel and tourism industry has to provide the products and services to meet all these needs.

Activity 8

For an area with which you are familiar, such as a city or National Park, plan a visit for either for a group of 'culture vultures' or 'adrenaline junkies'.

Suggest why the activities and visits you plan would appeal to the group.

Give as much information as possible about the activities and visits.

Activity 9

Choose one country in Asia, such as India, China or Thailand and research some of the natural and cultural attractions which might appeal to visitors from the UK.

Activity 10

'Beach bums' might damage their health if they spend too much time in the sun and do not protect their skin against sun burn.

Design a poster warning people about the dangers of spending too much time in the hot sun, adding suitable images.

Enabling factors – allowing people to travel

Enabling factors are those which allow people to travel and to go on holiday. The two most important of these are **money** and **time**. In the past, only rich people travelled anywhere and went on holiday. It is only in the last sixty years or so that most people in the United Kingdom have been able to afford a holiday.

As people in the United Kingdom have become wealthier, increasing numbers of people have been able to afford to take longer and more expensive holidays. The same thing is happening today in countries such as India and China with more people travelling to different countries.

At the same time, people in the United Kingdom have more time to travel. The amount of paid holiday provided to many people has increased over recent years. This means that for many people, two or more tourism trips each year are now common.

Another factor is the fact that **life expectancy** has increased and people are living longer in retirement. This group of people have plenty of leisure time and many have money from their pensions. Thus, the so-called **grey market** is an important group of people for whom the travel and tourism industry need to provide products and services.



Older people are far more likely to take part in tourist activities these days, than they were in the past.

Another factor which has helped to increase the amount of tourism is that it is now much easier to travel to destinations. This can be seen in two ways.

1. Increasing car ownership

As more people own cars they are able to use their cars for a range of tourism purposes. These include:

- Driving to an airport before flying to a holiday destination.
- Using a car for a day visit to a seaside resort or countryside area.
- A touring holiday using a car, possibly in Europe, crossing the English Channel using a car ferry.
- A camping or caravanning holiday using the car to tow a caravan or trailer tent.
- Travelling by car to visit friends and relations.



Many more people can travel into countryside areas to take part in leisure and tourism activities by using their own cars.

2. Better transport

There has been many developments in transport in recent years. These include:

- Travelling from the United Kingdom to Europe using the **Channel Tunnel** by car, or by **Eurostar**.
- More cheap air travel is available to more destinations than ever before.
- An increasing network of motorways throughout Europe making car and coach travel easier.
- High speed rail links throughout Europe.
- New bridges and tunnels.
- Many cities now have better transport systems such as trams and underground railways.
- Modern transport is far more comfortable than it was in the past.



Low cost airlines such as easyJet have enabled far more people to travel in recent years.

Activity 11

Answer **true** or **false** to the questions below.

Statement	True or False
A motivating factor is something which makes people want to travel.	
'Travelust' is the name given to people's desire to see different places.	
Some people want to visit Asia because the culture is so different.	
'Sunlust' is the word given to the desire to enjoy warm sunshine.	
'Adrenaline junkies' enjoy being lazy on holiday and relax around swimming pools.	
'Adrenaline junkies' would enjoy hang-gliding and bungee-jumping.	
'Culture vultures' would not enjoy trying to speak the local language.	
'Beach bums' would not spend much of their time relaxing around the hotel pool.	
'Enabling factors' are the things which have made it easier to travel.	
Less old people travel now because life expectancy has decreased.	
Selling holidays and other travel products to older people is known as the 'black market'.	
Using a car to travel to an airport is one reason why people can now travel more.	
Using a car to travel around the UK or part of Europe is known as a 'touring holiday'.	
Tourists can take cars through the Channel Tunnel to reach Ireland.	
The number of high speed railway services across the UK and Europe has increased recently	

You should have answered false to **seven** questions. For these, write out a sentence giving the **true** answer.

Why People Travel – Summary

We now know that people travel for many different reasons and that travel and tourism involves far more than simply going on an annual holiday. The patterns of tourist trips is very complicated.

- People may make a number of tourist visits to different destinations during a year, other people may only visit one destination.
- Some tourist visits will be for business, some will be to visit their friends and family and others for leisure purposes. Some visits can be for a combination of purposes.
- Some tourist trips will only last one night, others may last a number of weeks or even several months.
- Many tourist trips will use a variety of different methods of transport. For some of these the tourist might be using their own transport and for others they will have to pay for transport.
- Some trips are taken by individuals travelling on their own, other are taken by families and some trips are taken by large groups of people travelling together.
- Many tourists plan what attractions they want to visit in advance, others decide on the day.

Some destinations offer a wide choice of attractions from which to choose.



- Some trips are planned a long time in advance and others are taken at short notice.
- For most tourist trips the schedule is planned and the tourist knows where they will be staying each night. For some trips, accommodation is booked on a day-by-day basis.

B&B accommodation might not be booked in advance.



It is important to understand that the travel and tourism industry operates on every day of they year and that on each day people travelling for a variety of reasons to a wide range of destinations both within the UK and abroad.

Las Vegas receives many millions of visitors each year. Not only do these people visit the casinos but they can enjoy a range of entertainment and attractions. Las Vegas is also an important destination for business tourists.



The reason why a person makes a tourism trip may make a difference to:

- The length of time the person stays away from home
- The method of travel used
- The purpose of the visit
- Booking patterns
- Spending patterns.

The length of stay

Generally, business travel involves shorter lengths of stay than leisure travel. Most business travellers would prefer not to be away from home more than they need to be. A lot of business trips last less than three nights and many are for only one night.

Leisure travellers on their annual holiday may well be away from home for at least one week and possibly for two weeks. Some holidays are taken as **short breaks** lasting only two or three nights. Young people might also take a **gap year** holiday which lasts several months.



The USA is a popular destination for young people on back-packing holidays.

Many trips involving visiting friends and relatives may last only one night or may take place over a weekend for a family event. It might also be that a young person could stay with their cousins for a longer period in a school holiday.

Method of travel

For some tourist trips, efficient transport to the destination is an important consideration. For other trips, the journey is an important part of the enjoyment of the holiday.



A coach tour is very enjoyable for some types of tourists.

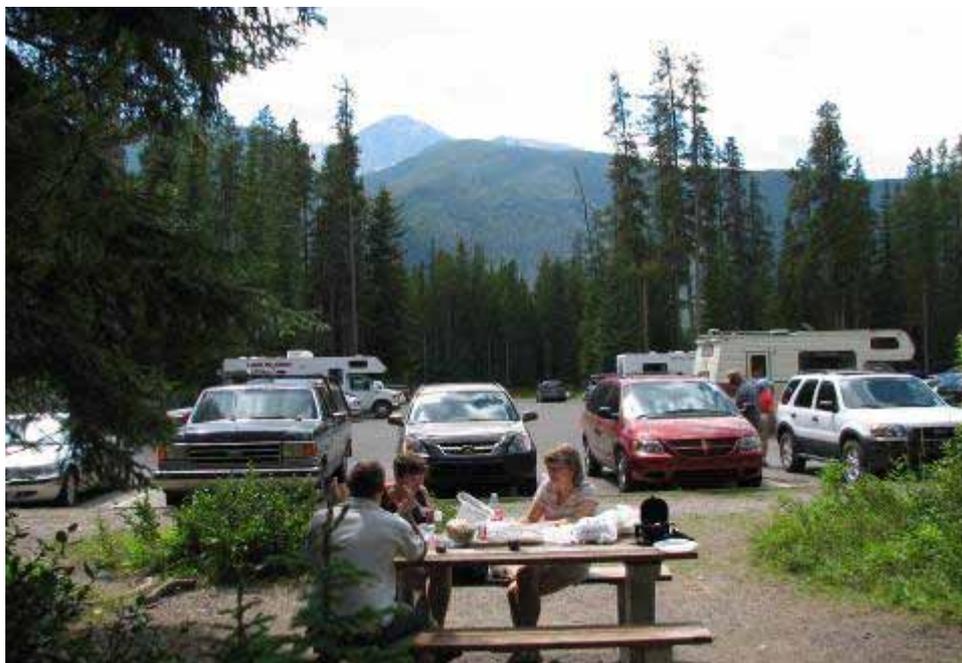
Generally, business travellers want to get to their destination by the most efficient form of transport and might be prepared to pay extra to get to the destination in more comfort or at the most convenient times. By no means all business travellers travel business class, but for those who are prepared to pay more, a higher level of comfort is provided.

Also, business travellers also have to travel at peak times and therefore can expect to pay more. Many rail journeys as well as flights are more expensive at peak times. Also, motorways are also busy at peak times as well, so business travellers are likely to be affected by congestion.

Leisure travellers often, but not always, have more choice when they travel. This means that they can choose to travel when the flights are not as expensive or the motorways are not crowded. However, families

with school age children do tend to have to take their main holiday in August, which is a peak time.

Leisure travellers may also consider which is the cheapest method of travel and may well rely on private cars.



Having the use of a car or motorhome gives tourists a lot more choice in terms of where they go and what they do.

Purpose of visit

Some tourist trips take place for a very specific purpose and some have a range of purposes. Many business trips are taken simply to attend a meeting, after which the tourist returns home. Business trips are also taken to conferences and exhibitions. Sometimes, the business traveller may extend their visit to take part in leisure activities. Therefore the primary purpose of the visit will be business, but the secondary purpose would be leisure.

Some leisure tourism also takes place for a specific purpose. Examples of this would include:

- People travelling to watch a football or rugby match
- People travelling to take part in a sporting event
- People travelling to enjoy a particular activity
- People travelling to visit a specific attraction
- People travelling for a family celebration



People might travel specifically to visit a theme park.

Tourists also might take part in a trip that has a number of activities. They might relax by a swimming pool, visit local attractions, enjoy entertainment or explore the local culture.

Many visits to friends and family have a specific purpose. Often this is for a family event or celebration such as a wedding or birthday.

Booking patterns

Generally it is the case that leisure travel is booked a long way in advance and business travel tends to be booked at short notice, but this is not always the case. Families often need to make bookings for holidays months in advance to get the best deals at the time when they are able to travel. Also, leisure travellers using budget airlines tend to book well in advance to get the cheapest prices.

More business travel is booked for meetings and other purposes at short notice as the need arises.

Visits to family and friends also tend to be planned and booked well in advance, but emergencies such as accidents and illness may mean that travel needs to be booked at short notice.

Spending patterns

Different types of tourists will spend money in different amounts of money. Some tourists can afford to travel first class and stay at the most expensive hotels. The amount of money that tourists have to spend on a trip or holiday is called a ***budget***.



Some tourists want to stay in expensive hotels such as the Hotel de Paris in Monte Carlo.

As important feature of the travel and tourism industry is that it provides for all types of tourists. So, in most destinations there is a range of accommodation, attractions and entertainment to suit people on all budgets.

Accommodation can vary from hostels costing a few pounds per night to very expensive hotels costing far more. Some tourists might be happy to spend a few pounds on a meal, or even self cater, while others would prefer to go to the most expensive restaurants. Likewise, tourists on a tight budget might choose to go to free attractions while others will be prepared to spend money on more expensive attractions and entertainment.

Generally, business travellers spend more on accommodation than leisure travellers, although this is not always the case. Very often, the money the business traveller spends on accommodation, is paid for by the company they are working for.

For some tourists, who are travelling to see a particular event, the cost of that event might be very expensive. Examples would be rugby fans travelling to watch a Six Nations match, or music fans going to the Glastonbury festival. Other events which tourists visit, might be free.

It is important to understand that different tourists spend different amounts of money on accommodation, activities and events, according to their budget. The travel and tourism industry has to provide products and services for all types of tourists but not everybody can afford the most expensive tourism products.

A day at a theme park, like Legoland, can be very expensive for a family.



Activity 12

Use different websites to find out the cost of the tourist activities listed below. For each activity provide as much information as possible.

1. A family visit to a theme park such as Legoland, Oakwood or Thorpe Park.
2. A first class airline ticket to New York.
3. A night in a five star hotel in London.
4. The cost of a ticket to see Wales play rugby at the Millennium Stadium.
5. One night in a youth hostel in a National Park. (The cheapest you can find).
6. A ticket to watch the Monte Carlo Grand Prix motor race.
7. A room in a three star hotel in Llandudno.
8. A cruise holiday to the Caribbean.
9. A budget flight to Barcelona from any UK airport.
10. A weekend break at Bluestone in Pembrokeshire.
11. A first class rail journey from Swansea to London.
12. The cost of a pitch on a camp site in mid Wales.
13. A spa break at the Celtic Manor Resort.
14. A cheap package holiday to Croatia.
15. A night in a luxury hotel in Paris.

Leisure Travel

The Development of Leisure Travel

Many people understand the travel and tourism industry only to be connected with travelling to go on a holiday. The value and importance of **business** travel and visits to **friends and relatives** is often overlooked. Also, most people see travel and tourism as only going on holiday in another country, rather than travelling for leisure purposes in the UK.

However, leisure travel, mainly for holidays to overseas destinations is a very important part of the travel and tourism industry and it is important to understand how it developed and the different forms of leisure travel which people can choose to take part in.

The table on the following page summarises how what is known as '**the travel industry**' in the United Kingdom has developed over the last 100 years or so. As we saw in the previous section, people need enabling factors to allow them to travel. Since the 1920's or thereabouts most people living in United Kingdom the have had more money to spend on holidays and more time in which to take them.

Before the 1920's most ordinary people could not afford a holiday, did not have time off from work in which to take one, and travel from one area to another was more difficult and expensive than it is today. Few people had cars and railways were the only form of transport available.

As the chart shows, this changed from the 1930's onwards due to an increase in leisure time, people becoming generally better off and modern forms of transport being developed.

Cruise ships have become a popular holiday choice for many people.



The Development of Leisure Travel in the UK

Decade	Tourist activities
1920's	Most ordinary people did not take a holiday because they could not afford to take time off work. There was a growth in day outings to seaside towns.
1930's	For the first time many workers were entitled to receive holiday pay, so they could afford time off work. Also, holiday camps allowed ordinary people the chance to have a weeks holiday with activities and entertainment provided.
1940's	Holiday camps closed down during the Second World War and at the end of the war, in 1945 food was being rationed and the country was recovering from the war. However, people began to enjoy the countryside and the first National Parks in the United Kingdom were set up.
1950's	People generally became better off and the growth in holiday camps continued. Also, the number of cars increased so people could go to different parts of the United Kingdom easier.
1960's	This was the time when people had the opportunity to go to Mediterranean such as Spain areas on package holidays, first by coach and in later years by plane. People liked the idea of constant sunny weather, unlike the United Kingdom where summer weather was not guaranteed.
1970's	The growth in package holidays continued, with more areas of the Mediterranean, such as Turkey, Greece and Tunisia beginning to attract United Kingdom tourists. People liked the idea of going to a different country but staying in a hotel which provided 'British' food and drinks.
1980's	More people started to travel to the USA and other long haul destinations in greater numbers. Package holidays became available to these destinations. Florida and other parts of the USA became very popular.
1990's	More people became able to make more choices about their holidays because online bookings of accommodation and flights became possible and budget airlines started up. Package holidays started to become less popular. Also, people were choosing to drive to France using ferries and the new Channel Tunnel.
2000's	The internet became the main way in which travel and holidays are booked with new companies, such as Expedia and Lastminute.com providing a wide range of flights, holidays and accommodation. Cruise holidays began to be very popular.

Activity 13

In which decade did each of the following take place?

Activity	Decade?
The Channel Tunnel opened so that people had more choice in travelling to Europe.	
Turkey and Greece became popular destinations for package holidays.	
People went on day visits to seaside towns because they could not afford holidays.	
National Parks were set up in the United Kingdom for the first time.	
Expedia and Lastminute.com became popular companies for booking holidays.	
Package holidays began to the Mediterranean coast of Spain.	
Workers became entitled to holiday pay for the first time.	
The USA started to become a popular long haul destination.	
Budget airlines started to offer cheap fares.	
There was an increase in the number of cars allowing people to travel to different parts of the United Kingdom.	

Ask your parents or grandparents about their early memories of holidays.

Activity 14

Use the internet and other sources to find out the year in which each of the events in the table below took place.

Event	Year
The year in which the Channel Tunnel and the first Eurostar service between London and Paris.	
The year in which the Holiday with Pay Act gave workers paid holiday entitlement for the first time.	
The year in which the Peak District, the first UK National Park was opened.	
The year in which the first easyJet flight took place.	
The year in which the first Skytrain service to America was offered.	
The year in which the first Butlins holiday camp was opened.	
The year in which the online travel company Expedia started trading.	
The year of the first 'package holiday'..	
The year in which the Concorde aircraft started flying.	
The year in which Gatwick Airport opened.	

Produce a time line from 1930 to the present day to show important events in the development of the UK travel industry.

Package Holidays

'A package holiday is a holiday sold for a single price which includes travel, accommodation and transfer services'.

The package holiday is one of the most important products of the United Kingdom travel and tourism industry. Package holidays began to be offered about 50 years ago and they have become extremely popular.

As the definition above shows, the holidaymaker pays a single price for the main three component of their holiday. The package covers the flight, if it is an outbound holiday, the transfer from the airport to the hotel, and the cost of accommodation. Food may or may not be included depending whether or not the holidaymaker is self-catering.

The person booking the package would still have to get to the airport and pay for activities such as excursions and visits to attractions while on holiday.

Before the internet was available it was very difficult for ordinary people to make bookings with hotels in other countries and to make other arrangements. The offer of a holiday for an 'all-in' price was very attractive, especially to a destination with guaranteed hot sunny weather.

Package holidays were, and still are put together by a tour operator and sold to the public by travel agents. Travel agents advertised the holidays provided by tour operators in brochures and people choose the holiday they wanted.

This 'traditional' way of selling package holidays still exists but more and more people buy their holidays by using the internet and tour operators now sell their products directly to the public.

Example of a price breakdown for a 'package' holiday.

Flight	£125
Accommodation	£195
Transfers	£20
Tour operators profit	£35
Travel agents commission	£20
Total cost to the customer	£395



Package holidays are very much associated with destinations where hotels with swimming pools are situated near to sandy beaches.

Activity 15

Draw annotations around the photograph above to show some of the advantages of typical package holiday destinations:

- Blue skies showing good weather
- Safe sandy beach
- Deck chairs for relaxing
- Shade to escape from the sun
- Hotel a short distance from the beach
- Sea views from the hotel



By no means all package holidays are sold to coastal destinations such as the one shown above. Packages can be bought for winter sports holidays, city breaks and many other types of holiday.

The important feature is that the holiday has been put together or 'packaged' by a tour operator who has contracted to buy seats on an aircraft or beds in a hotel. Very often the package price is cheaper than the holidaymaker can buy each item for individually.

So what are the advantages of a package holiday?

- As shown above, the package price is often cheaper than a holidaymaker would pay for each item of the package.
- Paying for the holiday as one 'product' means that the person buying the package knew what the holiday was going to cost.
- A lot of the organisation and responsibility for bookings is taken on by the travel agent and tour operator.
- People can see details about the resort and hotel they were visiting in the brochures produced, or online descriptions and virtual tours today.
- Very often the tour operator provides a 'rep' in the resort to help with problems and give advice.
- Many people are more confident of going to different countries if they know that most people staying in the hotel are from the UK.
- In the early days of package holidays, people could visit destinations for the first time with guaranteed sunshine in the summer months.
- Entertainment and children's' activities are provided by many hotels, as part of the package.

The services of a resort 'rep' provided by the tour operator, is one of the advantages of a package holiday.



Package holidays are very much associated with the term *mass tourism*.

Mass tourism, as the term suggests, involves large volumes of tourists all travelling to the same destination. However, it is important to consider the concept of mass tourism a little more closely.

- Mass tourism destinations are generally located on coasts, with most visitors looking for a 'sun, sea and sand' holiday.
- Most mass tourism destinations developed as centres of package holidays with a large number of visitors arriving on chartered aircraft and staying in pre-booked hotel accommodation.
- Holidays to mass tourism destinations are mainly organised by private-sector travel agents with few visitors travelling independently.
- Many mass tourism destinations have a high or peak season in the summer months.

Therefore, resorts on the Spanish Costa's, such as **Benidorm**, **Alicante** and **Marbella** would be seen as mass tourism destinations. Large cities, such as Paris, Rome and New York, although they receive large number of visitors each year, would not be classed as mass tourism destinations.

The typical 'mass tourism' scene with a busy beach and hotels right next to the sea.



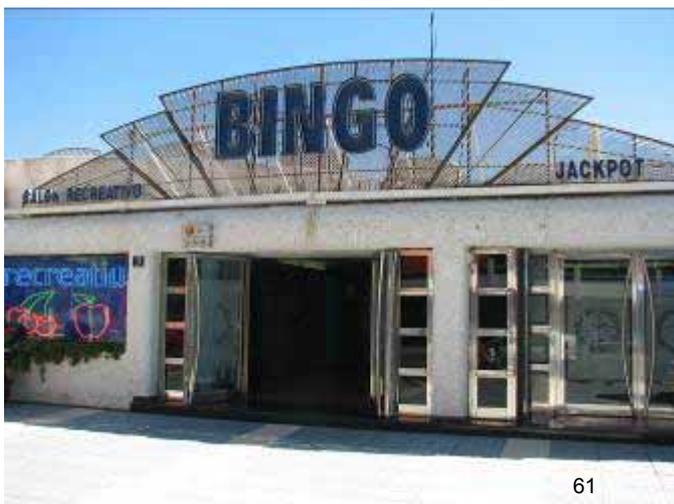
Throughout the 1960's and 1970's, increasing numbers of tourists from the United Kingdom chose to take package holidays to Spanish mass tourism resorts as well as to resorts in other European countries, such as Greece and Portugal.

The reasons for this trend included:

- The increasing accessibility of European destinations. This was mainly provided through air travel, coach travel to Spain, in particular, was increasingly possible.
- A growing number of United Kingdom tour operators developing package holidays, sold through high street travel agents.
- Taking package holidays became increasingly affordable and fashionable for United Kingdom outbound tourists.
- Mediterranean areas have guaranteed sunshine and good weather throughout the main holiday period in the summer months, whereas the British climate is less predictable.
- European mass tourism resorts catered well for the United Kingdom market, providing the same range of food and drink popular in United Kingdom resorts.

By the 1980's the package holiday market provided a great deal of choice with a range of destinations available as well as an increasingly wide choice of accommodation grades. More 'up-market' accommodation became available.

Also, new package holiday products were developed for different types of customers. Singles holidays for young people, family-centred resorts and others became available. Tour operators were still able to sell their holidays through high-street travel agents and the operators produced brochures aimed at different sections of their market.



Many 'mass tourism' resorts provide facilities for tourists from the UK.

Activity 16

Obtain some brochures from a high street travel agent. (One brochure between a group of four will be sufficient).

Alternatively go online to Thomas Cook or Thompson Holidays to look at what is available.

Look for holidays which would suit the following groups of people:

1. A family with two children under 5 who can only travel in June.
2. A family with three teenage children who must travel in the school holidays
3. A group of six girls in their early 20's who want to travel in September. They can only spend up to £300 each on their holiday.
4. A couple in their 60's who want to travel in May, and do not want to be on the coast.

For each group:

- Suggest a suitable resort and explain why you have chosen the resort
- Describe the hotel or other accommodation the group will stay in
- Work out the rough cost of the holiday
- Suggest some suitable activities
- Describe what the weather is likely to be like
- Name the UK airport the flight leaves from and state how long the flight takes as well as the departure and arrival times

The disadvantages of package holidays

It must be remembered that 50 years ago when the first package holidays were offered most ordinary people had not travelled to overseas destinations and had spent their holidays in the United Kingdom where the summer weather could not be guaranteed. Package holidays provided a real alternative to the traditional British seaside holiday.

However over the years as conditions have changed, a number of disadvantages of package holidays have been identified and these include:

- Package holiday, mass market destinations became associated with some of the negative impacts of tourism such as crime and poor behaviour.
- There has been an increasing awareness of the dangers of skin cancer and people do not just want to lie in the sun all day long. People began to look for other types of holiday experience.
- Many people do not want to sit on a crowded beach and want to escape from the crowds.
- Tour operators provided only limited choice of flights and departure times in order to fill their aircraft.
- Tour operators began to charge supplements to the prices quoted in brochures and people felt confused about the price.
- In some cases people became less satisfied with the standard of the accommodation and food provided.
- More people became confident travellers and did not like being 'organised' to suit the tour operators schedules.



Activity 17

1. Have you been on a package holiday? Discuss in groups the holidays you have been on and describe what was good and bad about them.
2. Summarise the advantages and disadvantages of package holidays.
3. Say why you think package holidays are good or bad.

Self-packaged holidays

Although package holidays remain very popular more people today are not buying a package holiday from a tour operator or travel agent but are making their own arrangements. This is known as ***self-packaging***.

Self-packaging refers to the process of making a holiday booking by buying the parts of a holiday (flights, accommodation) as individual items and making a package in the same way a tour operator would. Increasingly these purchases are made online, although it is still possible to buy the components of the holiday individually using a travel agent.

This process is also called ***independent travel*** which involves tourists making their own bookings directly with airlines, accommodation providers. It does **not** mean that people are travelling more on their own.



Today self-packaged holidays can be arranged for any destination, from the Canadian Rockies to South East Asia.

There are a number of reasons for the growth in the number of independent holidays. These include:

- More tourists are confident travellers who are used to travelling to other countries which they may have visited previously
- More tourists do not feel that the products provided by tour operators meet their precise needs or have been disappointed with the experience of a package holiday in the past
- Tourists find it more pleasurable to construct a trip based around what they particularly want to do, see and visit, rather than buy a holiday which might not quite meet their needs
- Those people who own properties abroad or who visit friends and relatives only need to make flight bookings since other components of the trip are already arranged
- Tourists have far more information available to them in order to research destinations before they travel. There is a greater range of guide books than ever before. Web sites which give reports and advice on accommodation and other travel products are becoming more common.
- Probably most importantly, the **internet** has made it possible to make travel bookings online, rather than being obliged to use the services of the travel agent. The internet provides independent travellers with the information they require and the means to book and pay for the flights and accommodation online.

The internet allows tourists from the UK to book accommodation in Canada using websites and email.



One of the main reasons for the growth of self-packaging to short haul destinations has been the development of **low cost** or **budget** airlines such as **easyJet** and **Ryanair**.

Their success has been very much associated with the increased use of the internet to make travel bookings. A greater proportion of people are now able to access the internet from their own homes using high-speed modems, facilitating easy access to the web sites of the airlines.

When accessing the web site of a low cost airline, the cost of each flight available between the chosen destinations is displayed. The traveller can then choose which flight to take and the precise cost of the chosen flight will be calculated in seconds.

The flight can be purchased immediately because the web site of the airline is linked to the web site of the credit or debit card company. An email is sent with a code and the traveller only has to take this to the airport. No ticket is issued.



The Spanish city of Barcelona has benefited from the rise in self-packaged holidays. Both easyJet and Ryanair offer flights to the city and there is a range of accommodation available.

Activity 18

Consider the groups of tourists you worked with in Exercise 15:

- A family with two children under 5 who can only travel in June.
- A family with three teenage children who must travel in the school holidays
- A group of six girls in their early 20's who want to travel in September. They can only spend up to £300 each on their holiday.
- A couple in their 60's who want to travel in May, and do not want to be on the coast.

Using the following websites:

www.lastminute.com

www.expedia.com

www.travelocity.com

www.ebookers.com

See if you can 'self-book' holidays for the same groups. You may also use airline and accommodation provider websites as well.

Fly-drive and self-drive holidays

Using a car to travel on holiday has a number of advantages and disadvantages. The main advantage is that the holidaymakers have a lot of freedom and flexibility in terms of the places they visit and can even drive between a number of destinations and resorts. The disadvantage is that someone has to drive, and that person or people have the responsibility for the vehicle and the group.

Fly-drive holidays involve flying to a destination and hiring a car, which may be pre-booked. The tourists are then free to go wherever they please, returning the hire car to the airport, or possibly another airport before they fly home.

Self-drive holidays are those which are made using a car for the whole journey from start to end, although a ferry crossing may also be involved. All holidays which involve **camping** and **caravanning** are included under the heading of self-drive.

Fly-drive holidays

Fly-drive holidays are popular for families and couples who are prepared to drive between resorts and attractions and want to see the countryside and scenery at a destination.

Normally, the holiday involves flying to a destination, collecting the car from a car hire company such as **Hertz**, **Avis** or **Budget** and driving wherever the group want to go. Most people on fly-drive holidays have already decided on an **itinerary** or route to take and may have pre-booked their accommodation as well.

The hire car gives the group a great deal of control over their activities. They are not tied to specific departure or arrival times as they would be if they were part of an organised tour.



Fly drive holidays are popular to destinations in Europe, North America and Australia. These are considered to be 'safe' destinations where services such as petrol stations are easy to find and if there is a problem with the vehicle it can be fixed fairly easily. This would not be the case in other long-haul destinations such as much of Africa or Asia.



A fly-drive holiday gives tourists much more choice about where they want to go.

Activity 19

Use the websites of major car hire companies such as ***Hertz.co.uk*** and ***Avis.co.uk*** to look up the costs of the following car hire requests.

1. A couple flying to Bordeaux in France in early July and requiring a small car for four days.
2. A family of five needing an estate car or people carrier flying to Berlin in August and needing the car for two weeks.
3. Two couples travelling to Calgary in Canada and requiring a SUV vehicle for three weeks, returning the vehicle to Vancouver Airport.

Self-drive holidays

Self-drive holidays are those in which a car or other vehicle is used throughout the holiday to drive from a persons home to the destination and back again. They can be for domestic holidays within the United Kingdom or for those to European countries such as France, Germany or Italy. Some people may take their car to Spain or Greece for a holiday, although this is less common.

People taking self-drive holidays can choose to take more luggage and equipment with them, so long as it fits in the car, unless a trailer or roof rack is used. They are not limited to a certain amount of luggage as they would be on most flights.

Tourists on self-drive holidays can either stay in hotel accommodation or they can self-cater or alternatively they can camp. They can choose to take all of their equipment with them when they camp or they can make a reservation at a site with a ready erected tent they can hire.



Caravans are another popular form of self-drive holiday. Touring caravans are towed behind cars to a camp site where services and facilities are available.



Self-drive holidays to camping and caravan sites are very popular for many families.

However, there are disadvantages to self-drive holidays. Someone has to drive, which can create pressures on that person. Not everybody likes driving on holiday. There is the possibility of getting caught in traffic jams, although this can happen on the way to the airport as well!



A self-drive short-break holiday staying in a hotel is a popular option.

Activity 200

Answer **true** or **false** to the statements below.

Statement	True or false?
Holiday camps were introduced in the years after the Second World War	
Package holidays started to become popular in the 1960's.	
Package holidays were developed by travel agents and sold to the public by tour operators.	
Entertainment in the hotel and children's activities are one of the advantages of package holidays.	
'Mass tourism' destinations are generally located in coastal areas.	
One of the main advantages of package holidays is that people want to enjoy hot sunshine more and more.	
People travel on their own on independent holidays.	
Self-packaged holidays are more common now because increasing numbers of people are confident when they travel abroad.	
The internet has made it much easier to book a self-packaged holiday.	
Ryanair and easyJet issue tickets to their passengers when they make a booking.	
Most people use their own car when they take a fly-drive holiday.	

You should have answered false to **six** questions. For these, write out a sentence giving the **true** answer.

Cruise ship holidays

More and more United Kingdom tourists are choosing to have a holiday on a cruise ship. There were about 1.5 million people from the United Kingdom taking a cruise holiday in 2008. This is double the figure of 10 years ago.

The Mediterranean area and the islands in the western Atlantic, such as the Canaries and the Azores are the most popular destinations for cruise holidays. Many people take the opportunity to fly from the United Kingdom to meet their ship at a Mediterranean port. This is known as a **fly-cruise**. About 40% of cruise passengers start their journey at a British port, whereas 60% opt for a fly-cruise. **Southampton** is the most popular port for beginning a cruise holiday from the United Kingdom.

The demand for cruise holidays is expected to continue to grow in the near future and cruise companies are building more and bigger ships to accommodate the growing numbers of passengers. By 2012 it is estimated that 2 million United Kingdom residents will be taking a cruise holiday.



In recent years cruising has become fashionable, with more people being able to afford this type of holiday. In the past cruising was seen as expensive and 'up-market' with the need to dress for dinner. Some tourists still like the 'up-market' feel of a cruise ship and enjoy the high quality service.



A dining room on the 'Splendour of the Seas'

However, more recently the cruise companies have provided a range of different options so that people can choose the type of programme which meets their needs. For example, many cruises now cater for families. It is expected that more and more younger people will start to take cruise holidays in the near future.

Another attraction of cruise holidays is that tourists are able to visit a number of destinations during one holiday while at the same time enjoying the facilities and comfort of a modern cruise liner.



The Canadian port of Vancouver is a popular starting point for cruises along the coast of Canada and Alaska.

At the present time the largest cruise liner, ***Independence of the Seas***, can carry 3,600 passengers but larger ships which can carry up to 5,000 passengers each are to be launched in the near future. One of the attractions of cruise holidays is that the larger ships have a wide range of facilities and attractions, almost like a floating theme park.



The appeal of cruise holidays

So is it possible to summarise the appeal of cruise holidays and identify the main reasons for the recent growth?

Amongst the main reasons are:

- Cruise ship holidays have become relatively cheaper in the last five years or so.
- Recently, cruise ships holidays have been cheaper because the UK pound is used as currency on board, rather than the euro.
- Ships have increased in size and now have a wider range of facilities.
- Generally, passengers are buying an 'all-inclusive' holiday with few additional costs involved, apart from drinks and possibly excursions.
- More people are aware that cruise ship holidays are not only for 'posh' people who get dressed up for dinner. Everybody is welcome.
- Cruise ship companies have been 'targeting the UK market' by promoting the advantages of a cruise holiday.
- It is fashionable for people to try a cruise holiday for the first time.
- More people are seeing the advantages of joining a cruise at a UK port because cruise holidays which start from the United Kingdom tend to be cheaper.



- If they join at a United Kingdom port passengers can take much more baggage because they do not have to take a flight before they join the ship. Families can take pushchairs and baby equipment, older people who may not like flying can join the ship in the UK.
- Each cruise company has a slightly different 'product' in terms of the style of the ship and the type of facility and entertainment, and so experienced 'cruisers' can compare the offerings of different ships and cruise companies.
- A wide variety of destinations are available from the United Kingdom, and it only takes two days to sail to the Mediterranean.
- People can try a 'mini-cruise' of three or four days to see if they like cruise holidays. They may well then book a longer cruise.
- Visiting a number of different destinations is still a big attraction of cruise holidays. Being able to visit a different city in a different country each day still has a great appeal.
- Some people still like the 'luxury' and 'romantic atmosphere' of a cruise holiday.



Cruise ship passengers before dinner

The Port of Southampton sees a rapid rise in the number of cruise ship passengers.

(Adapted from Travel Weekly, 29/5/09)

Southampton has always been an important port for cruise ships, but the recent growth in the number of passengers using the port has amazed even the port's operators.

In 2004, 540,000 passengers passed through the port, but this figure had almost doubled by 2008.

Since 2005, more cruises have been aimed at the UK market, and newer ships are capable of carrying more and more passengers. The *Independence of the Seas* can carry 3,634 passengers. The ship she replaced could carry 3,114. A few years ago, most cruise ships could carry only 2,000 passengers.

The number of cruise ships calling into Southampton has also increased. In 2004 there were just over 200 cruise ships calling into the Port of Southampton, by 2008 this had increased to 280. It is expected to have over 300 calls by 2010. This is a much larger number than any other port in Europe.

The Port of Southampton has invested money in being able to cope with bigger ships. The port has three terminals, including the new Ocean Terminal, which can handle the largest cruise liners.

Also, Southampton has more tides than any other port, and so large ships can enter or leave the port more often than they can anywhere else.



A cruise ship dining room

Activity 21

The most popular locations for cruise holidays are in the following areas:

- The Mediterranean Sea
- The Azores and Canary Islands in the western Atlantic
- The Caribbean Sea
- The Baltic Sea
- The coast of Norway
- The coast of Alaska

Locate these areas on a map of the world.

Also, river cruises are popular on some rivers, in particular:

- The River Nile
- The River Danube

Mark these rivers on your map.

Activity 22

For any two of the cruise ships from the list below, search the internet to find about the details and facilities available on the ships and make a comparison.

Carnival Conquest

Independence of the Seas

Arcadia

Disney Magic

Activity 23

Produce some promotional material to persuade a family that has never been on a cruise holiday before to try one.

You could produce:

A poster

A wall display

A PowerPoint

A leaflet

You could use brochures produced by cruise companies or you could visit the websites of following cruise lines:

Royal Caribbean Cruises

Princes Cruises

Carnival Cruise Line

Celebrity Cruises

Disney Cruise Line

Crystal Cruise

Remember that your material has to persuade the family to take a cruise for the first time.

Give some ideas about the places which could be visited on the cruise.

Give details about the facilities and activities available on board.

Special interest holidays and sports tourism

There are a number of names used to describe different types of leisure tourism where the main purpose is not just rest and relaxation, which most people see as being the main purpose of a holiday.

Groups of tourists, families or individuals can take part in a number tourist activities which are not only about relaxing and visiting attractions.

These can be divided into three broad groups, which are

- Special interest holidays
- Activity holidays
- Sports tourism

A special interest holiday is simply a holiday where a lot of time on the holiday is spent doing a specific activity. The holidaymaker would be involved in the activity along with other people who share the same interest.

Mountain biking could be a form of sports tourism or could also be an activity holiday.



Special interest holidays could involve:

- Bird watching
- Cooking
- Photography
- Religious/pilgrimages
- Wine tasting

The list above is just a small selection of the range of special interest holidays available. It is important to appreciate that the majority of the time on the holiday should be taken up with the main activity. Many people take photographs while they are on holiday, but that does not mean that it becomes a special interest holiday.

On a ***special interest*** holiday, there would be a programme for each day with the itinerary set out of what is going to happen. For example on a bird watching holiday, the group might visit a different location or area each day to look for a particular type of bird.



Although for most of the time the group will be involved in a specific activity related to their interest, they will usually want to do other things such as relax or visit attractions. One of the problems of special interest holidays is the matter of pleasing everybody and making sure that there is a balance between the main interest of the group and doing other things as well. Also, the partners and family members of people on the holiday need to be looked after as well.

Activity holidays tend to involve more physical activity than special interest holidays. The list of popular activity holidays would include:

- Mountain biking
- Cycling
- Sailing
- Canoeing
- Walking
- Rock climbing

It is common for holidays to include a number of these activities, which could take a day or half a day for each one.



Canoeing is one example of an activity holiday and Coaststeering is increasing in popularity

It is also important to understand that a holiday is involved, which involves the person or group staying away from home and travelling away from the area where they normally live and work. A person living in Cardiff and travelling to West Wales for a three days surfing would be involved in an activity holiday.

A person travelling from Cardiff for a day's rock climbing in the Brecon Beacons would be involved in a **leisure activity** rather than an activity holiday, although travel outside of the persons home area has taken place.

Sports tourism involves taking a holiday or short break where the main purpose is either to play or watch a particular sport. This could take place in a number of ways.

Sports tourism includes travelling away from home for a day to watch a sporting event. This may be a major cup final or international match. It could also be a much smaller event.

Sports tourism also includes staying away from home for at least one night in order to watch or take part in a sporting event. Again this could be a major competition or a much smaller event.

Each year rugby fans travel to the away games of the Six Nations rugby competition. Many of these will spend two or more nights away from home before or after the match. Some may even travel without a ticket to the game and watch the match on television.

For each rugby international held at the Millennium Stadium, every hotel room for 20 miles from Cardiff is booked and about £10 million is spent in the city.



Hosting a large sporting event creates a lot of sports tourism.

In recent years, with an increase in travel, it has become more popular for sports fans to travel to long haul destinations to watch sporting events and use their main annual holiday for this purpose. Rugby fans will travel to South Africa to watch the British Lions play rugby and football fans will travel to the same country to watch the football World Cup.

Similarly, cricket fans will travel to the Caribbean to watch England play and Australians will travel to the United Kingdom to watch Australia play cricket in the 'Ashes' series.

People will also travel to take part in sporting events. Accommodation will have to be provided for several thousand competitors who attend the Olympic Games. On a much smaller scale, athletes, footballers, cricketers, hockey players and so on all may have to travel and stay away from home to take part in a sporting event.

By no means all of these are professionals. Amateur clubs will go on 'tour' to play rugby, football and many other sports against clubs in a different area.



Amateur cricket clubs might organise a 'tour' to plays teams in another area.

A few of the major sports with which sports tourism is related include:

- Rugby tours
- Cricket tours
- Football
- Hockey
- Athletics
- Cycling holidays
- Fishing holidays
- Golf holidays
- Motor racing
- Tennis

The list above is just a small selection of sports which could be played during a sports tour holiday. However, it is important to understand that watching or participating in the sport is the main reason for taking part in the holiday. Playing one round of golf during a week's stay at a beach hotel is not seen as sports tourism.



Sports tourism has increased a great deal in recent years, for a number of reasons. Mainly, more people can afford to travel to matches and pay high ticket prices, as well as being able to afford accommodation, and so on.

Also, travel is much easier so people can fly to other countries in Europe or even to long haul destinations to watch major sporting events.

Another reason is that there are now many travel companies offering 'packages' to major sporting events. These companies, which are really **specialised tour operators** can provide packages for almost any sporting event, but they may be relatively expensive.

Golf is a good example of a sport for which many sports tourism trips are taken. Groups of golfers commonly organise themselves to visit another part of the United Kingdom to play on a different course. Such trips are normally taken by small groups of golfers who may stay away for two or three nights at a time. Many hotels offer golf packages by working with golf courses in their area.



Golfing holidays are becoming increasingly important and popular in Wales. *Visit Wales* has been busy marketing the range of golf available and in 2010, the **Ryder Cup**, one of the most important golf events in the world, will be held in Wales at the Celtic Manor Resort near Newport.

For the three days of the event the 'eyes of the world' will be on south east Wales. Thousands of people will come into Wales to watch the event, earning many millions of pounds for the economy. Also, the event will lead to thousands of extra golf holidays being taken in Wales.

Sports tourism is big business!

The Ryder Cup will be played on a new course at the Celtic Manor, called the '2010 course'.



The 18th green at the Celtic Manor will be where the matches in the Ryder Cup finish.

Activity 24

Find out some information about 'packages' to the following events and give some guide to the price being charged:

- The Monaco F1 Grand Prix
- Wales against England or France at the Millennium Stadium in the Six Nations Rugby competition
- A day at the Ryder Cup
- A day at a cricket Test match between England and another country
- The Champions League final or semi-final.

Activity 25

Produce a programme for a five day activity holiday for a group of six people coming to Wales from France. The group are keen on mountain-based activities. They want to try a different activity on each day.

They can either travel to North or West Wales for their activity holiday.

Give details of the what the activities could be, where they might take place, how much they might cost and where the group might stay.

Winter sports

Like many other aspects of the travel and tourism industry, winter sports holidays were originally only taken by rich people who could afford to travel to fairly remote villages in the mountains during the winter months. Alpine resorts where winter sports were originally developed, such as **Zermatt**, **Chamonix** and **St Moritz**, relied very heavily on railways to provide transport for their visitors.

Relatively few people had the opportunity to visit the Alps and other mountain areas in the winter, and did not easily understand how these areas could be attractive as holiday destinations and not many people had the opportunity to have a go at skiing and other winter sports.



Mountain scenery can be stunning in winter.

Up until about 30 years ago, many 'ordinary' people in the United Kingdom would not have considered taking a winter sports holiday. However, due to a number of reasons, winter sports holidays have steadily increased in popularity.

- **New resorts**

From the 1970's onwards, in France in particular, new winter sports resorts were developed. These include ***Tignes, Les Arcs, Les Deux Alpes, L'Alpe D'Huez, Valmorel*** and ***Avoriaz***. These resorts contained hotels and apartment accommodation and were built at high altitudes which guaranteed good skiing conditions for most of the season.

Avoriaz – a high-altitude winter sports resort.



- **Tour operators**

From the 1970's onwards, United Kingdom based tour operators began to offer package holidays to winter sports resorts. All of the parts of the package holidays were in place and tour operators were able to provide packages which included not only accommodation and flights but equipment hire and lessons. Some of these companies began to specialise in group travel and began offering ski holidays to schools for the first time.

For many United Kingdom residents who took up skiing and other winter sports, their first experience was on a school ski trip.

- **Accessibility**

The 1970's and 1980's saw major developments in the network of motorways across France and other European countries. This meant that it was far easier to access winter sports resorts by road transport. Transfers from airports to resorts were easier and it also became increasingly possible to travel to winter sports resorts by

coach. Many French resorts can be reached in about 10-12 hours driving time from Calais so it became possible to travel to the resort by coach, normally travelling overnight. Also, more people were able to drive to the Alps in their own car using the French motorway system.

- **Changing tastes and fashion**

More United Kingdom residents could afford to take a second holiday each year and many were looking for an alternative to the summer sun package holiday.

Increasing numbers of people recognised how enjoyable winter sports activities could be and welcomed the opportunity to spend a week in a completely different environment such as a high alpine resort.



Eating a meal outside a mountain restaurant is one of the attractions of winter sports holidays.

- **The development of low cost airlines**

In the 1990's the emergence of low-cost airlines such as **easyJet** and **Ryanair** meant that it became even more possible to travel to winter sports resorts independently. Increasing numbers of people could book their flights using the internet and make their own travel arrangements rather than making the use of the services of a tour operator.

Activity 26

Draw annotations around the photograph above to show some of the features of winter sports holidays.

- Sunny skies
- Mountain scenery
- Lift system to take skiers up the slopes
- Deep snow
- High-altitude resort
- Beginners slopes
- 'Snow-park' purpose built for snowboarders as well as skiers.



Other Adventure holidays

Adventure holidays and adventure travel tends mainly to be to more 'exotic' **long haul** destinations away from the areas where most tourists visit. Mountain climbing in the Himalayas, riding a camel across a desert or a minibus trip across Australia would all be classed as adventure holidays.

It is important to understand that on this type of holiday, people are involved in the main activity for most of the time. A camel ride for an hour while staying at a coastal resort in Tunisia would not count as an adventure holiday!

People who take part in adventure holidays are looking for something different. Many companies offering adventure holidays state 'expect the unexpected' in their brochures. These holidays are for people who are seeking genuine adventure and do not just want to relax by a swimming pool or on a beach. This type of activity is usually seen as a 'once in a lifetime' experience because most tourists only get to take part in that particular type of adventure once.



A camel ride across the Sahara desert for two or three days is one type of adventure holiday.



Walking through the Andes Mountains in Peru to the ancient city of Manchu Picchu is an adventure holiday enjoyed by many people.

Adventure holidays are not only taken by young people. People of all ages can choose to take part in an adventure holiday to a destination they have never visited before.

Climbing on a glacier in New Zealand is a 'once in a lifetime' activity as part of an adventure holiday.



Activity 28

The country of New Zealand is a popular destination for adventure holidays.

Type '*Adventure holidays New Zealand*' into a search engine and you will find a great deal of information on a number of adventure holidays available.

Look through what is on offer from a number of *tour operators*.

1. Select one adventure holiday offered and say why it would appeal to you.
2. Select an adventure holiday offered and say why it might appeal to an older member of your family.
3. What one activity would you like to experience as part of your adventure holiday? Why does it appeal to you?
4. Suggest what activities you think you would not enjoy doing, and say why.

Short Break and City Break holidays

Short breaks are essentially a holiday which lasts less than one week. In fact, a holiday of one night away from home can technically be called a short break. Usually, a short break involves a holiday of between two and four nights.

As holidays became more popular after the Second World War, most people took a holiday of one or two weeks. At most seaside resorts in the United Kingdom, as well as the new destinations in the Mediterranean it was common for holidaymakers to stay for seven or fourteen nights with Saturday being the most popular 'changeover' day when one group left and the next group arrived.

However, this pattern began to change as more United Kingdom residents found they had sufficient holiday entitlement to consider a second or even a third holiday each year. They were also able to afford additional holidays. Increasingly people would have a main holiday in the summer and a second holiday at another time of the year. Very often this involved a short break or city break.

Families often take a short break over a half-term week, with parents taking a day or so off work to make a two or three night holiday with their children.

Other reasons for the growth of short break holidays include transport developments, such as the opening of the **Channel Tunnel** and the rise of low cost airlines offering short-haul and domestic flights.

Barcelona is a popular city to visit on a short break, partly because it is served by many low-cost airlines.



The growth of low-cost airlines means that destinations in Europe and other regions of the United Kingdom have become more accessible. For example, cities such as Belfast and Edinburgh became accessible from the south of the United Kingdom and affordable using low cost carriers.

Also, these holidays have increased because tour operators began to 'package' city breaks and other short break destinations as they had with Mediterranean holidays in the past. Other travel and tourism organisations, such as accommodation providers, have also seen an opportunity to create special deals for people wanting to stay for two, three or four nights.

It is simply not possible to list every type of short break holiday. Many sporting holidays and activity holidays are short breaks, because they last usually less than one week. Similarly, visits to National Parks for weekend breaks over Bank Holiday weekends to take part in activities, such as walking or cycling, are short breaks.



A three night walking and climbing holiday in a National Park could be a short break as well as being adventure tourism.

Activity 29

London is a popular city for short break holidays.

Plan a three day, two night visit to London, travelling by train from your home town. Use the template below as a starting point and add as much information as you can.

<p>Day 1</p> <p>Train departs at: Arrives London at:</p> <p>Visits to and costs:</p> <p>Accommodation:</p>
<p>Day 2</p> <p>Visits to and costs:</p> <p>Accommodation:</p>
<p>Day 3</p> <p>Visits to and costs:</p> <p>Train for return journey departs at: Arrive home at:</p>

Changes in Travel and Tourism

It is important to understand that the travel and tourism industry is constantly changing. These changes are of two types:

- Long term changes in lifestyle or 'trends' which take place over a number of years.
- Short term changes which occur when people react to a particular event or set of circumstances. For example, a terrorist attack or an extreme weather event.

Changes in lifestyle

Increased affluence:

It is true that *generally* people have more money than they did in the past to spend on holidays and other forms of travel. A hundred years ago, few people could afford a proper holiday. Over time, holidays to British seaside resorts, then European destinations became affordable for more and more people. Today, holidays are taken to many long haul destinations. Of course, not everybody can afford the most luxurious holidays, but it is true that most people today can afford some form of holiday each year.



It may be that people choose to stay in a mobile home rather than in a hotel. This may be because they have chosen a cheaper type of holiday, or they may prefer to stay in a mobile home.

Environmental Awareness:

The impact of all forms of travel on the environment has become an issue for everybody. We are aware that most forms of transport produce air pollution as well as having other negative impacts. In particular, air travel is having a large impact and people are more aware of their 'carbon footprint' and of the impact their travel has. Some people have decided to use air travel less and there is more and more encouragement for people to travel in an environmentally friendly manner.

This is having an impact not only on the ways people travel to destinations but on their travel when they get to their destinations. Many tourist cities now have schemes such as park and ride which discourage private cars from driving in city centres. Others cities have developed traffic-free areas or imposed high car park charges.

Tourist trains are often used to take people from one part of a destination to another, saving the use of motor cars.



The 'land train' runs between Swansea and Mumbles and can be used to get to the beaches from the city.



Motor cars are not allowed in the American National Park of Zion Canyon. Electric buses are used to transport visitors from one part of the canyon to another.

Changing family structures:

Social changes over the last fifty years or so have resulted in a greater range of family structures. Today there is no such thing as the 'typical family' of two parents and their children. The travel and tourism industry is now providing more holiday choices for single parents travelling with their children as well as for gay couples.

Single parents have more travel choices than they did in the past.



Also, young people from the age of sixteen onwards are travelling without their parents more so than they did in the past. It is now more common for groups of young people to visit certain destinations after their GCSE or A level examinations have ended.

Another change is that far more older people are travelling to different destinations in their seventies and even their eighties. This *grey market* is increasingly important to the industry. Many older people can afford to travel and are fit enough to take part in a number of activities.

Older people often visit coastal resorts 'out of season' when it is less busy and costs are lower. Some may stay for several weeks in the winter months.



Changes in transport:

Transport is being continually developed to make it easier and quicker to travel from one place to another. Faster trains, larger aircraft and more comfortable coaches all make transport easier, more efficient and more convenient.

The Millau bridge, in south west France opened in 2004, is the highest in the world.





Cruise ships are also becoming an increasingly popular form of transport. These are becoming larger and larger with a wider range of facilities on board.

Changes in technology:

Developments in technology have caused two major changes in travel and tourism. Firstly, through the **internet**, people now book their travel and holidays directly from their home using the website of the tour company, hotel or airline. They do not have to go to a high street travel agent.

Also, new technology has created a different sort of experience for tourists. For example, built attractions such as theme parks, as well as modern museums rely heavily on technology to excite, inform or entertain the visitor.

All rides in a theme park rely on modern technology to control them.



Types of Transport

All tourism trips require different forms of transport to get people from their home to their destination. On many occasions, tourists may use more than one type of transport to reach their destination.

Taxis are often used to transport people from the airport to their accommodation.



A good transport network is essential for a successful travel and tourism industry. Tourists, whether travelling for leisure or business purposes, do not want to travel on over-crowded trains or get caught in traffic jams. Tourists need to know that the transport they are going to use is reliable and efficient.

Once at the destination tourists may make use of a variety of different forms of transport. Taxis, trams, and underground systems are often used to transport tourists within a destination and tourists often make use of transport provided for local people.



Local buses in Malta are cheap, reliable and are often used by tourists.

Transport Principals

Organisations in the transport sector of the travel and tourism industry are often referred to as ***principals***. These include:

- coach operators
- car hire companies
- train operators
- ferry and cruise companies
- airlines
- airports.

Land travel

Land travel includes travel by road or rail; in the case of road using private motor cars, coaches, taxis and hire cars.

Private motor cars

Cars offer more convenience and flexibility than any other form of transport. Everybody that owns a motor car has a great deal of choice over when they travel, and for most domestic destinations, they can travel door to door. Many journeys involving international travel may begin with a car journey to an airport or railway station.

Cars are used most commonly for domestic holidays and day trips. However, many outbound UK tourists find taking a car to destinations in Europe, in particular France and northern Spain, to be convenient and affordable. Generally, taking a car provides tourists with fewer restrictions on the amount of luggage which can be carried. This may be an important consideration for families with younger children.



Private cars offer convenience but may cause congestion in some areas.

A surprising number of tourist trips in the United Kingdom are made by cars towing **caravans**. Caravans offer convenience and flexibility, with modern caravans providing a high degree of comfort. Caravan sites are available throughout the United Kingdom and Northern Europe. **Motor caravans** are also a popular option.



Motor caravans provide accommodation and can be driven by the tourist.

In addition, camping is a popular type of holiday using road transport with campers being able to carry tents and other equipment by car.



Most tourists need a car to transport their equipment to a campsite.

Many car journeys are made by business tourists. Many people need to travel to different destinations within the United Kingdom for business purposes. When these destinations are outside of the area where the person lives and works, the journeys they make are part of the travel and tourism industry. The regular daily journey to work by car (**commuting**) is **not** seen as part of the travel and tourism industry.



Many journeys are made on the roads in the UK every day for business purposes. This is part of the travel and tourism industry.

Coaches and buses

Coaches provide a number of choices for travellers. Firstly, coaches provide an alternative to rail transport between major cities. Companies such as **National Express** and **Megabus** offer a network of services between large towns. These **scheduled** services are often cheaper than rail travel but are very often slower and are subject to traffic congestion on motorways. Scheduled coach services also provide links to airports from some major cities and railway stations offering travellers an alternative method of travelling to the airport.

Coaches can be hired by groups of tourists who are going on a day's excursion or a touring holiday. Additionally, larger groups of tourists, such as education groups may well find it convenient to hire a coach from the starting point of their journey to the airport they are departing from.

Coaches are also used for touring holidays within the United Kingdom and Europe. There are a number of large commercial companies offering 'packaged' coach touring holidays with the cost of travel, accommodation and visits to attractions included in the price.

Coach holidays are favoured by older tourists and have the advantage of being relatively inexpensive as well as not requiring a member of the group to undertake the responsibilities of driving.



Coach tours are very popular with older tourists.

Buses are used within destinations, generally for shorter journeys, and are provided for local people as well as tourists. Specialist tourist sightseeing buses are also common in many tourist cities.



Sightseeing buses are provided in the North Wales resort of Llandudno as well as in the Canadian city of Vancouver.



'Sherpa' buses used in Snowdonia provide a service for local people as well as visitors and are seen as being a more sustainable form of transport.

Taxis

Taxis can be used instead of public transport in cities and towns. Some tourists may prefer the comfort and reliability of getting to a specific destination within a city by using a taxi. This is especially the case if they are not confident using buses or an underground system, or they are travelling late at night. Taxis are always more expensive than public transport and are mainly used for shorter journeys.



Taxis are convenient but very expensive.

Car hire companies

These companies have offices in all major cities and in major airports. Hire cars can be used by tourists who are confident about driving in a different country and who wish to have the independence of visiting different places in their own time rather than travelling in groups on coaches. Major car hire companies include ***Avis, Hertz, Budget, Europcar*** and ***Holiday Autos***.

Trains

Trains provide a range of travel options for tourists. Generally, trains run to clear, published schedules and are an efficient way of travelling between city centres. Very often, travel by rail is a relatively cheap option if booked in advance but rail travel can also be expensive at peak times. Generally, high-speed trains make journey times between major cities much shorter than travelling by road.



Like buses, trains may be used by local people to commute to work as well as by tourists.

An important addition to the rail network has been the introduction of the ***Eurostar*** service which runs from St Pancras Station in London to Paris and other major cities in Europe. Eurostar has reduced the journey times between central London and Paris and now provides an alternative to flying between the two cities. A high-speed track allows for the journey between London and Paris to be made in only two hours and fifteen minutes.

Also, underground rail systems, such as the London Underground and Newcastle Metro provide transport options for tourists as well as residents of a city.

Comparing different forms of land travel

Tourists may have to make decisions between different forms of land transport for their journeys and a number of factors need to be considered. These include:

- **The exact starting and finishing points of a journey.** It may well be that the first stage of a journey is made by car to a railway station or airport although most of the journey is not made by car. Journeys starting from city centres are more likely to be made by rail.
- **The composition of the group travelling.** Family groups with young children may well prefer the convenience of travelling by car.
- **The cost of travel** - Many tourists are on a budget and cannot afford taxis, hire-cars and other expensive forms of transport.
- **The time of travel** - It would not be convenient to catch a train if the journey needed to be taken early morning or late at night.
- **The length of the journey** - Longer journeys are more comfortable by some forms of transport as opposed to others.
- **The length of stay** - what transport will be required while at the destination?
- **The time of year** - and possible bad weather conditions.

Activity 30

Suggest what would be the best choice of land transport for each of the customer groups below and for each give a brief reason for your choice. You can only use each type of transport once.

Car Coach Bus Train Taxi Underground Sightseeing bus

Customer group	Method of transport and reason
Mr and Mrs Jones are both 75 and would like to spend a week or so visiting places in Scotland.	Method: Reason:
Sandra and Joe are students and need to get to two attractions in London.	Method: Reason:
Mr and Mrs Singh are visiting Paris for the first time and want to see as much of the city as possible.	Method: Reason:
Mrs Davies lives in Cardiff and has to attend a meeting in Bristol but she needs to work on the journey.	Method: Reason:
The Matthews family have three children and are going camping in Cornwall for their holiday.	Method: Reason:
Mr and Mrs Williams are staying in the USA with their daughter for a month and need to get all their luggage to the airport.	Method: Reason:
Clare and Lizzie are staying in the city but want to get to the nearby seaside town for the day.	Method: Reason:

Sea Travel

Sea travel can be divided into two categories. Firstly, **ferries** are used when tourists need to cross a body of water to reach their destination. Secondly, **cruise ships** are used by people for whom the whole holiday is about travelling by sea, enjoying the facilities on board the ship and making excursions to attractions when the ship visits a port.

Ferries

There are a number of ferry routes operating around the coast of the British Isles. Many of these are vehicle ferries which allow passengers to take their car or other vehicle on to the ferry with them. The most important routes operate between ports on the south coast of England and France, with the Dover to Calais route being the shortest and most popular.



Although the most important ferry route for United Kingdom tourists are across the English Channel to Europe, ferries also operate:

- From Liverpool and ports in Wales to the Irish Republic
- To and from the Isle of Wight and the Channel Islands
- Between the mainland and the islands of Scotland

Ferries are used in many destinations to transport tourists.



Cruise ships

More and more United Kingdom tourists are choosing to have a cruise holiday. While the numbers taking package holidays as a whole remain static, the proportion taking cruise holidays continues to grow.

The Mediterranean area is the most popular destination with many people taking the opportunity to fly from the United Kingdom to meet their ship at a port. This is known as a ***fly-cruise***.

In recent years cruising has become fashionable, with more people being able to afford this type of holiday. The demand for cruise holidays is expected to continue to grow in the near future.



An attraction of cruise holidays is that tourists are able to visit a number of destinations during one holiday, while at the same time enjoying the facilities and comfort of a modern cruise liner.

Activity 31

Use websites to find out the cost of ferries between Dover and the French port of Calais, for dates in early August. The customer group is a family of four and they are travelling by car, returning after two weeks. Use the website www.pandoferries.com and www.seafrance.com

Also, find out the costs of ferries between Wales and Ireland in August.

Air Travel

Air travel is the most popular method of travel for United Kingdom tourists making visits abroad and the importance of air travel continues to grow.

In order to understand air travel in the United Kingdom it is necessary to understand the relationship between **airports** and **airlines**. Both are **commercial** operations aiming to make a profit.



Airports make a profit by charging organisations such as restaurants to use the space in departure lounges.

Airlines make a profit through carrying passengers, whereas airports make a profit by charging airlines to land on the runways and make use of the airport facilities. These are known as **landing charges**.

London Heathrow is one of the world's busiest airports and handles nearly 70 million passengers each year.

At Heathrow the major airlines are the established '**full service**' carriers such as **British Airways**, **BMI** and **Virgin Atlantic**. At other UK airports the users include the **low cost** airlines such as **Ryanair** and **easyJet**.

The differences between 'full service' and 'low cost' airlines are becoming less clear as the nature of the airline industry changes. Traditionally, major airlines such as **British Airways** and **Air France** were known as '**flag carriers**' and may have been publicly owned. Today these airlines are owned by private sector organisations.

All major airlines such as British Airways and Ryanair operate a **scheduled** service.



This means that there is a published timetable which the airline follows for a period of time. Aircraft fly on scheduled routes no matter how many passengers are carried.

One of the most significant developments in air travel over the last twenty years is the emergence of **low cost** or **budget** airlines. Of these, the largest operators are **Ryanair** and **easyJet**. The growth of Ryanair and easyJet over the last decade has been phenomenal.

The low cost airlines have been so successful that they have forced the established full service airlines to change their operational practices in order to compete. On popular **short haul** routes to destinations such as Paris and Barcelona, the prices charged by traditional airlines may be similar to those of the low cost carriers. Low cost airlines do not fly on **long haul** flights to the USA and other destinations outside of Europe.

Low cost carriers have also had an impact on the operations of other travel and tourism organisations. More travellers are now able and prepared to book their flight directly with the carrier rather than using travel agents. Furthermore, airlines have been responsible for **self packaging** which is where the traveller books their own flights, accommodation and other transport, rather than buying a traditional package holiday. In addition, the number of passengers carried by cross-channel ferries has declined as more flights are available to destinations in Europe.

Activity 32

Fill in the missing words in the passage below.

Airports and airlines are _____ organisations aiming to make a profit.

Airlines make a profit through carrying passengers, whereas airports make a profit by charging airlines to land on the runways. These are known as _____ .

At Heathrow the major airlines are the established _____ carriers such as British Airways. At other UK airports the users include the _____ airlines such as Ryanair and easyJet.

Traditionally, major airlines such as **British Airways** and **Air France** were known as _____ and may have been publicly owned. Today these airlines are owned by private sector organisations.

All major airlines such as British Airways and Ryanair operate a _____ service.

On popular _____ routes to destinations such as Paris and Barcelona, the prices charged by traditional airlines may be similar to those of the low cost carriers.

Low cost airlines do not fly on _____ flights to the USA and other destinations outside of Europe.

Low cost carriers have also had an impact on the operations of other travel and tourism organisations. More travellers are now able and prepared to book their flight directly with the carrier rather than using travel agents. Furthermore, airlines have been responsible for _____ which is where the traveller books their own flights, accommodation and other transport, rather than buying a traditional package holiday.

***long haul, flag carriers, full service, landing charges,
self-packaging, scheduled, short haul, low cost,
commercial***

Activity 33

On a blank map of the United Kingdom, mark the following major airports:

- London Heathrow
- London Gatwick
- London Stansted
- Birmingham
- Manchester
- Cardiff
- Newcastle
- Bristol
- Glasgow
- Belfast International
- East Midlands

Advantages and disadvantages of different types of transport

Nearly all travellers have a choice of the form of transport they use to get from their home to their destination. As previously mentioned, many will have to use more than one form of transport on their journey.

All forms of transport have advantages and disadvantages in terms of a number of factors including:

- Cost
- Convenience
- Comfort
- Availability
- Frequency
- Accessibility
- Suitable routes

People organising travel for themselves, their families or for groups of people have to make decisions based on the list of factors above.

Cost

For many people the cost of transport is an important factor. Not many people can afford to travel first class on planes or trains and have to travel economy class. Often trains running at peak times are much more expensive than those running at less popular times such as weekends.

Very often, travel booked at short notice is much more expensive than that booked a long way in advance. Some coaches can offer travel for as little as £1 if the journey booked a long way in advance.

Taxis are very convenient and provide direct travel, but are much more expensive than public transport. Even a short taxi ride can cost over £15.

Taxis are a very convenient way of getting around New York City, but they are also very expensive.



Convenience

One of the most convenient forms of transport is the private motor car, because the driver can choose exactly when to start a journey and what route to take. Many forms of transport run to a timetable with a scheduled starting time and to a set route. These routes are not as convenient for the traveller as journeys starting from their own home.

Some flights are less convenient than others because they either leave from the UK or arrive at the destination airport at inconvenient times. Arriving at a large city late at night is not as convenient as arriving earlier in the day.

Comfort

Some forms of transport are less comfortable than others. An ordinary bus would be less comfortable than an air-conditioned coach on a long journey. Economy class on an aircraft is less comfortable than business or first class. Air travellers expect to pay more for increased comfort.

Rail travel can be uncomfortable at peak periods. Even though this is when the fares are more expensive. Because so many people want to travel at the same time some passengers are standing in carriages and are less comfortable.

Many forms of transport are not entirely reliable and passengers can become uncomfortable if they have to wait in airport departure lounges or are caught in traffic jams.



Local buses are not as comfortable as coaches, but they are often cheaper and more convenient.

Availability

Scheduled services such as flights and trains do not go to every destination every day. Some destinations may be served by flights only on certain days of the week and there may well be less trains to a certain town at weekends. This refers to the availability of the transport.

Many airlines do not fly to every destination throughout the year. Flights to some destinations are only available in the more popular months.

Frequency

As with availability, flights and trains to certain major destinations are more frequent than they are to less popular destinations. For example, British Airways will have 12 or more flights to New York each day but less to other cities in the USA.

There will be more trains from London to major cities such as Birmingham, Manchester and Cardiff than to smaller cities and towns.

Many ferry routes also operate on a seasonal basis and may not run as often at less popular times.



'Fast Cat' ferries run frequently for Portsmouth to the Isle of Wight.

Accessibility

Travellers with special needs and disabilities find some forms of transport easier to use than others. Although special help can be provided in most cases, the accessibility of the transport may still be a factor in deciding how to travel to a destination.

Suitable routes

Not all air or rail travel is direct. Very often travellers have to change trains or catch a connecting flight. This makes travelling more difficult if there are delays. Although most leisure travellers use direct flights, business travellers may well have to travel indirectly to less popular destinations.

Types of Tourist Destinations

Tourist destinations can be divided into three broad categories. These are:

- Coastal areas – where tourists enjoy relaxing on the beaches and other activities connected with the sea.
- Countryside areas- where tourists can undertake a range of outdoor activities, including winter sports in mountain areas
- Tourist towns and cities – which may have significant historic or cultural attractions or be important for business travellers.

Coastal areas

Why do tourists visit coastal areas?

- In the UK early tourists believed that the sea air and bathing in seawater was good for a persons health, and coastal towns such as Brighton became popular.
- Coastal areas are often cooler than places inland. So on hot, days people go to the beach to cool off and swim in the sea.
- Many people enjoy relaxing on a beach. In the past sunbathing was very popular, although today tourists are more aware of the dangers of too much sun.
- There is a wide range of activities which can be undertaken on a beach or in the sea.
- Coastal areas are appealing to many tourists, because of the landscape of cliffs and beaches.



Many activities can be enjoyed in coastal areas.

The United Kingdom

Brighton in West Sussex and Bournemouth in Dorset were amongst the first coastal towns to develop as tourism destinations, along with Blackpool in the north of England and Scarborough on the Yorkshire coast. These resorts have been tourism destinations for over 200 years.



Blackpool is a traditional British seaside resort, famous for its tower and beach as well as other attractions.

Apart from the major coastal resorts, many towns and villages along the coast of the United Kingdom have developed into seaside resorts. Examples of these include Tenby in south Wales, Llandudno in north Wales, Weston-Super-Mare in Somerset and Newquay in Cornwall.



Llandudno is the major coastal resort in North Wales, with a fine sandy beach.

In most cases, seaside towns such as those mentioned have a sandy beach as one of the main attractions. Early tourists arrived by train, stayed in hotels and other accommodation close to the beach and spend a great deal of their time there. More recently, tourists have become more demanding and are looking for a wider range of attractions, which have had to be provided by the resorts.



Tenby is a traditional seaside resort in West Wales.

In the late 1930's the Butlins holiday camps brought a new type of tourist to coastal resorts. Today, Butlins holiday centres are still operating at three coastal resorts; Minehead, Skegness and Bognor Regis.

Away from the major coastal resorts and seaside towns, many other areas of the British coast are important tourism destinations. A number of National Parks, including the Pembrokeshire Coast, North Yorkshire Moors and Exmoor include coastal areas within them.



The Pembrokeshire Coast National Park has many fine beaches and cliffs



Part of the Dorset Coast is a World Heritage Site

Activity 35

Answer the questions below about UK coastal tourist destinations.

1. Which major resort is in West Sussex? _____
2. Which major resort is on the Yorkshire Coast? _____
3. Which major resort has a famous tower? _____
4. About how many years ago did these resorts start to develop? ____
5. In which part of Wales is Llandudno? _____
6. In which part of Wales is Tenby? _____
7. Name one seaside resort in Cornwall _____
8. Name one National Park in England which has a coastal area.

9. Name the National Park in Wales which has a coastal area.

10. What is special about part of the Dorset Coast?

Activity 36

On a blank map of the United Kingdom mark the coastal resorts and areas listed in the box below.

**Bournemouth, Brighton, Blackpool, Scarborough, Tenby, Llandudno,
The Pembrokeshire Coast, Exmoor, The Dorset Coast**

Europe

Millions of tourists visit the coastal areas of Europe each year, with some 200 million people visiting the coast of the Mediterranean Sea!

Many United Kingdom residents travel to European coastal areas and resorts each year. The coastal areas of Europe receive significant numbers of domestic visitors each year as well.

The important coastal destinations in Europe are:

- The Mediterranean coast and islands
- The Atlantic coast of Portugal, Spain and France

There are a number of tourist destinations around the coast of the Mediterranean Sea



The Mediterranean Coast and islands

The Mediterranean coast receives millions of tourists each year and over the last forty years many towns and villages along the coast have developed into tourist resorts. This is especially true in the case of Spain where settlements which were once small fishing villages, such as **Marbella**, **Benidorm** and **Lloret de Mar**, are now popular destinations.

Although there are resorts all along the Spanish coast, a number of specific 'costas' or coastal areas are identified. These include, the **Costa del Sol** in the south and the **Costa Blanca** centred around Alicante.

The Balearic islands of **Majorca**, **Minorca** and **Ibiza** also have many resorts, as do the Spanish owned **Canary Islands**.

Parts of the Mediterranean coast in France have long been associated with tourism. The '**French Riviera**' which includes the resort towns of Antibes and Saint Tropez as well as the towns of **Nice**, **Cannes** and the principality of **Monaco**, is well-known for being 'up-market', sophisticated and expensive and a traditional coastal destination for the rich and famous. The Mediterranean coast of France receives many domestic tourists as well as international visitors each year.



The French Riviera has a number of established 'up-market' resorts.

Italy has a long Mediterranean coastline but tourism along much of the coast is not as developed as it is in France and Spain. The north east coastal areas on the Adriatic sea have developed resorts, the largest of which is Rimini. Smaller coastal resorts are found around the coast of Italy as well as the islands of **Sicily** and **Sardinia**.

Greece has been one of the most popular European countries for United Kingdom tourists over recent years with more tourists visiting the many islands rather than going to mainland Greece. **Corfu** and **Kos** have been amongst the most popular with package holidaymakers and increasingly with independent travellers and second home owners.



Kos is typical of many of the islands of Greece.

The countries of Spain, France, Italy and Greece have between them most of the important coastal destinations of the Mediterranean. All of these countries have summers which are reliably hot and dry as well as attractive coastal scenery with sandy beaches in many places.

Other countries along the Mediterranean coast which receive tourists include **Croatia**, **Slovenia** and **Turkey**. Croatia in particular has seen an increase in tourism in recent years along the Dalmatian coast of the Adriatic Sea. The islands of Cyprus and Malta are also important destinations.



Tourism to Croatia has increased in the last 10 years.



Malta is popular UK tourists because of the historic connections with the island. Red post boxes and telephone boxes can still be found.

The Atlantic Coast

The Atlantic Ocean is colder than the Mediterranean, so the temperature of the sea, as well as many of the coastal areas, is not as warm.

An important destination in the south of Europe on the Atlantic Coast is the **Algarve**. This area, stretching approximately 100 kilometres west from the main gateway of Faro, is an established destination, with small resorts and excellent sandy beaches and rocky headlands.

The Atlantic coast of France is an important destination for tourists from the United Kingdom because it is easy to drive to using cross channel ferries. In the south, the Landes area is virtually one long beach stretching 200 kilometres.



The Atlantic coast of France has long beaches and waves for surfing.

The area has many campsites and mobile homes with small resorts which only come to life in the summer months. Unlike the Mediterranean, the Atlantic coast provides opportunities for **surfing**, which is becoming increasingly popular.

The northern coast of France has a long tradition of tourism. Resorts such as **Deauville** and **Le Touquet** developed because they were amongst the closest coastal areas to Paris. These resorts have casinos and grand hotels which are not as popular now as they were in the past. The area is still popular with domestic tourists and towns such as **Boulogne**, **Calais** and **St Malo**, are popular with United Kingdom tourists on short breaks and even day trips, using cross-channel ferries and the **Channel Tunnel**.

Activity 37

Answer the questions below about coastal areas in Europe.

1. About how many people each year visit the coastal areas around the Mediterranean Sea? _____
2. Name two countries which have a coastline on the Atlantic Ocean.

3. Name two coastal resorts in Spain.

4. Name one Spanish 'costa'. _____
5. Name one of the Balearic islands. _____
6. Name one resort on the French 'Riviera'. _____
7. Name one island off the coast of Italy. _____
8. Name one island in Greece. _____
9. Which Mediterranean island has historic connections to the UK?

10. On which coast is the area known as the Algarve? _____

Activity 38

On a blank map of Europe mark the coastal resorts and areas listed in the box below.

**Costa del Sol in Spain, The Algarve in Portugal, Majorca, Malta,
The French Riviera, Corfu and Crete in Greece, Sardinia,
The Atlantic Coast of France, Croatia, Tunisia**

Countryside Areas

Throughout the United Kingdom and Europe there are a number of countryside areas which attract a large number of tourists, mainly because of the quality of scenery and the range of natural attractions such as lakes, mountains and hills found within these areas.

Very often, countryside areas also contain attractive towns and villages. In popular areas these settlements provide accommodation such as camp sites, small hotels and bed and breakfast. The farming landscape of fields, crops and animals can also form part of the attraction of certain areas.



The appeal of Dartmoor, as in many National Parks, is added to by the farming landscape and pretty villages.

Most areas of countryside which are identified as tourism destinations provide a range of activities for their visitors. These activities include adventure tourism options such as mountaineering, rock climbing, caving and abseiling.



Climbing is a popular activity in some countryside areas.

Water-based activities including sailing on lakes and canoeing or rafting on rivers are also common. Cycling and walking are other popular activities. Additionally, winter sports destinations can also be classified as countryside areas. These are found mainly in **France, Austria** and **Switzerland**, although there are a few ski resorts in the highlands of **Scotland**.

Winter sports resorts are found in countryside areas



Many people enjoy visiting countryside areas by car and it is generally the case that many of these visitors do not travel far from their vehicles. These visitors require car parking areas and picnic sites close to roads. This type of tourist activity is often referred to as 'a view, a brew and a loo!' Very often these represent day visits to the area as opposed to overnight staying visitors.

Many people require picnic sites close to car parks in countryside areas.



National Parks and protected areas

National Parks are areas of countryside which are protected because of their special qualities. These areas also provide visitors with leisure and tourism activities.



National Parks, such as Snowdonia in North Wales, are important tourism destinations.

All National Parks within the United Kingdom and Europe are areas of countryside and are popular tourism destinations. Although the precise purpose and definition of National Parks varies from country to country, all are areas of special landscapes with outstanding scenery. As well as the National Parks in the United Kingdom there are 22 in Italy, 15 in Germany and similar numbers in other European countries.

The people who manage National Parks have to balance the need to protect the natural environment and scenery of the area with the needs of tourists who wish to appreciate and enjoy the landscape and special qualities of the parks.

Very often, the communities living within the parks depend very much on the income from tourism, and so the needs of the local people also have to be taken into account.



The village of Llanberis in North Wales, relies very much on the income from tourists visiting Snowdonia National Park.



Reducing speed limits is one way in which the environment of Dartmoor National Park can be protected. Lower speeds causes less pollution and cars are less likely to kill the animals which live in the park.

Apart from National Parks, other countryside areas which are protected in some way, are also popular tourism destinations. Within the United Kingdom, Areas of Outstanding Natural Beauty (AONB) have been established. These areas are similar to National Parks and contain special landscapes with a distinctive character. However, they are not subject to the same level of planning control as the National Parks.



The Gower Coast in South Wales was one of the first Areas of Outstanding Natural Beauty to be established.

Activity 39

On a blank map of the United Kingdom, mark these important countryside destinations:

- The Brecon Beacons National Park
- Snowdonia National Park
- The Pembrokeshire Coast National Park
- The Lake District National Park
- The Peak District National Park
- The Yorkshire Dales National Park
- The Gower Coast
- The Heritage Coast of Dorset

Tourist towns and cities

All towns and cities attract some tourists. Even the most unattractive industrial towns will receive business tourists and people visiting friends and relations. So it is not easy to say what a tourist town or city is!

The list of factors below will help to identify tourist towns.

- Tourist towns and cities are recognised as tourism destinations in their own right. Cities such as Barcelona and Paris are examples of cities which receive large numbers of tourists.
- Tourist towns and cities are mainly associated with leisure tourism.
- Tourist towns and cities have a range of major attractions within them, which appeal to a wide range of tourist types.



The London Eye is one of the major attractions in the city.

- Tourist towns and cities are often, but by no means always, capital cities with government buildings or royal palaces being amongst the attractions.
- Tourist towns and cities have a range of facilities to support tourist activities. These may include tourist buses providing tours, tourist information centres and restaurants catering for tourists needs.



Tourist buses are a good way for tourists to explore a city.

- Tourist towns and cities will have guide books written about them and guiding services will be available.
- Many tourist towns and cities have established entertainment areas with theatres and restaurants, such as the West End in London.
- Tourist towns and cities will have a range of accommodation available to meet the needs of different types of tourists.



A good range of accommodation is important for tourist towns and cities.

- Tourist towns and cities may well be featured in the brochures of tour operators, providing package holidays and short breaks to the city.
- Tourist towns and cities may be associated with sporting events, facilities and stadiums. For example, most visitors to Barcelona visit the Olympic complex and the Nou Camp Stadium.

Classifying Tourist Towns and Cities

Tourist town/City	Capital City	Coastal Destination	Historic/Cultural destination	Business Destination
Barcelona	No	Yes	Yes	Yes
London	Yes	No	Yes	Yes
Liverpool	No	Yes	Yes	Yes
Cardiff	Yes	Yes	Yes	Yes
Bath	No	No	Yes	No
St Petersburg	No	Yes	Yes	No
Bruges	No	No	Yes	No
Paris	Yes	No	Yes	Yes
Rome	Yes	No	Yes	Yes
Dublin	Yes	Yes	Yes	Yes



Cardiff is a good example of a tourist city.

- Certain tourist towns and cities are associated with leisure shopping which may be the primary reason for visiting the city. For example, visits to New York are popular for pre-Christmas shopping and Christmas markets are popular in European cities.



New York attracts many UK visitors for pre-Christmas shopping

- Visits to tourist towns and cities are not weather dependent, so visits may occur all-year-round.



Bath is a tourist city with a range of heritage attractions.

Investigating Tourist Towns and Cities

The list below can be used to investigate tourist towns and cities.

Introduction – The location of the city and special qualities.

Climate – Temperature and rainfall information. How this might affect tourist activity.

Landscape - Hills, rivers and coastal features within and around the city.

Travel to the city

- By air – flight times, location of airports, airlines serving the city.
- By sea – ferry services.
- By rail – length of journey and costs, details of rail companies.
- By road – journey times and distances from other cities.

- **Travel within the city**
- Public Transport – details and costs of bus and metro systems.
- Taxis – typical costs.

- **Key Attractions** – The ‘must do’ attractions which many tourists will visit. Summaries of the appeal of each attraction, costs and opening times.

- **Other Attractions** – Smaller, perhaps unusual attractions which might appeal to particular types of tourists.

- **City tours**
- Tourist buses – routes and costs.
- Walking tours.
- Other tours – by boat or bicycle.

- **Excursions** - Day or half-day visits to places outside of the city.

- **Accommodation**
- Business accommodation.
- Luxury accommodation.
- Budget accommodation.

- **Eating out** – recommendations for places (restaurants and specific areas or streets) to eat for tourists on different budgets.

- **Entertainment** – Theatres, cinemas and other options.

- **Shopping** – Where to shop and what to buy.

- **Events, festivals and holidays** – details and important dates.

Activity 40

Identify in which of the UK tourist cities in the box below can the major attractions be found.

Stratford-upon-Avon, Canterbury, Cambridge, London, Cardiff, Chester, Manchester

Attraction / facility	Tourist city
Old Trafford Stadium	
The Houses of Parliament	
The Millennium Centre	
The University Buildings	
The City Walls	
Shakespeare's Birthplace	
The Cathedral	

Activity 41

Using the format on the page above, produce a 'mini guide' to a tourist city in Europe or the USA.

The appeal of tourism destinations

All tourism destinations have some form of appeal which gives tourists a reason to visit the destination. Tourist appeal is really about the potential tourist saying, 'I want to go to that destination because...'

Most people have a list of destinations which they would like to visit in the future or, perhaps return to if they have visited the place in the past. These are the destinations which appeal most to those particular tourists. Many people have a 'wish list' of the cities, countries and natural features they would like to visit and experience.



Some tourists may want to visit Cardiff to watch a game at the Millennium Stadium, others to see a production at the Millennium Centre.

Leisure tourists make a range of important decisions before deciding to visit a destination. 'What will I do when I get there?', 'What is there to do and see?', 'Where will I stay?'. 'How much will it cost?' The tourist will need to be able to answer these, and other questions, before making the decision to visit the destination. If the destination does not **appeal** to the tourist, they will not make the decision to visit.

The more successful tourism destinations in the world are those which appeal to a wide range of tourist types. Large cities, such as London, Paris and New York are successful because they have a wide appeal. The range of attractions, the history and culture of the cities, the range of accommodation and the choice of transport routes all help to make these destinations appealing. The table below suggests what the appeal of London might be to different types of tourists.

Tourist Group	Attractions and facilities - London
Families	The 'sights' of London and popular attractions such as Madame Tussauds and The London Dungeon. Also, the Science and Natural History Museums.
Young Adults	The night life of the West End theatres and the range of restaurants available as well as areas such as Camden Town and Covent Garden. The option of a weekend break.
Older Adults	The range of museums and galleries. Walks in Royal parks and gardens. Eating in a variety of restaurants. A range of accommodation.
Inbound tourists	A visit to some of the most famous attractions such as Big Ben, the Tower of London and Buckingham Palace.
Business visitors	Three international airports (four including City Airport), a range of business accommodation and the offices of many top companies.
Sports tourists	Some of the most important sporting venues in the world, such as Twickenham, Wembley, Lords and Wimbledon.

Visiting cultural attractions such as Buckingham Palace is appealing to many tourists visiting London.



Not all tourists travel for leisure purposes. Business travellers have to visit certain destinations for meetings, conferences and other reasons. The appeal of a destination for business purposes will be different to that of the leisure traveller. A business traveller will be more interested in the ease of travelling to the destination and the facilities for business meetings than the attractions of the destination.

Also, for someone travelling to visit friends and family, the main appeal of the destination is that their friends and family will be there when they arrive.

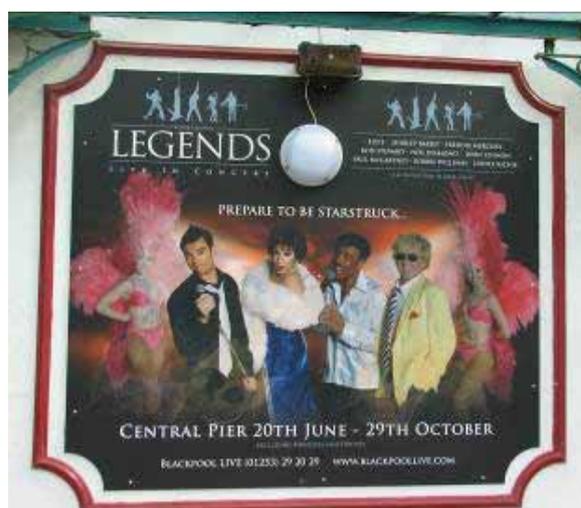
The appeal of many tourist destinations varies over a period of time. Most United Kingdom seaside resorts were far more popular in the past than they are today. At the same time, certain Mediterranean resorts have increased in appeal as more facilities have been added.



UK coastal resorts, such as Brighton, are not as appealing today as they were in the past.

The appeal of a destination can increase if a new transport link is provided or major attraction is opened. The area around Calais in Northern France received more visitors after the opening of the Channel Tunnel and West Cornwall benefited a great deal from the opening of the Eden Project attraction.

For a large number of destinations, their main appeal has changed over a period of time. For example, Blackpool originally appealed to families who stayed in hotels and bed and breakfast establishments and enjoyed the beach and seaside activities. Today, the appeal of Blackpool is more related to the built attractions, such as the Pleasure Beach, and the town's reputation for lively night life.



Night life and entertainment is now a major part of the appeal of Blackpool

Activity 42

Study the list of attractions in Cardiff and identify which tourist group they might appeal to most.

- A rugby match at the Millennium Stadium
- A visit to Techniquest
- A tour of Cardiff Castle
- A production at the Millennium Centre
- St David's Hotel
- An evening at Mermaid Quay

Tourist Group	Attractions and facilities - Cardiff
Families	
Young Adults	
Older Adults	
Inbound tourists	
Business visitors	
Sports tourists	

Complete the same exercise for another destination you have studied.

The factors affecting the appeal of leisure and tourism destinations

There are a number of factors which affect the appeal of tourist destinations. These work in combination to make certain destinations more or less appealing for different types of tourists.

The main factors are:

- Location and accessibility
- Natural attractions
- Built Attractions
- Facilities
- Climate
- Culture and heritage
- Events and entertainment

Also, when studying destinations it is important to consider:

- The impacts of tourism at the destination
- The measures taken to encourage sustainable tourism
- How the destination is marketed
- The differences between the attitude and culture of local people and tourists visiting the destination

Successful destinations attract large numbers of tourists for different reasons.



Many tourists go to Paris to visit Disney or the major attractions in the city centre. However, Paris is also an important destination for business tourists as well.

Location and Accessibility

Generally, the ease of reaching a destination increases its appeal. Most tourists want to reach their destination with as little inconvenience as possible. Tourists also want to reach their destination as quickly as possible by their chosen means of transport.

So, destinations which are easy and convenient to travel to, tend to have a greater appeal. This is especially true for business tourists, who may have to travel at short notice or return home after a day's work. For these tourists, a short and trouble-free travel time is extremely important.

There are a number of factors which affect the ease of reaching a destination and consequently, its appeal. These include:

- The time taken to reach the destination
- The number of changes in the mode of transport required
- The cost of transport to the destination
- The reliability of the transport available
- The availability of different forms of transport at the destination

Time

The time taken is an important consideration in the choice of destination, especially if the tourist is only staying for a short period. In some cases, the destination may be appealing because it only takes a short amount of time to travel there. Certain countryside destinations are excellent for weekend breaks because they are accessible from a neighbouring large city. For example, the Lake District National Park is little more than an hour's drive from Manchester and the Brecon Beacons National Park can be reached in the same amount of time from Cardiff or Birmingham. Also, large cities make good short break destinations because they can be reached easily.

The Peak District National Park can be reached by about twenty million people who live within an hour's drive of the park.



The number of changes in the type of transport

Time is not the only consideration in terms of the appeal of destinations. Travel between two points is usually made more difficult if a number of changes in the method of transport are made. One of the great advantages of the motor car is that it may not be necessary to change the method of transport throughout the entire journey. This is especially true for domestic destinations.



All journeys by airplane involve the passenger travelling to an airport by at least one method of transport, if not more. At the arrival airport the tourist requires further transport to their final destination.

The cost of transport

Certain destinations can increase their appeal because the cost of reaching them is much less than expected. At the same time, some destinations will lose their appeal if the cost of travel to them increases a lot. Recently there have been increases in the cost of aircraft fuel and destinations such as the USA and Europe have become more expensive because of the exchange rate.

New York is not as appealing as it was because it is now more expensive to get to.



The reliability of transport

There is no point in transport to a destination being cheap and convenient if it is not reliable. Delays caused by technical problems, weather conditions, industrial action, or accidents can all be expected from time to time and all travellers must be prepared for this. However, if there is a regular disruption to a transport connection, travellers will be less inclined to use it and the destination served by the connection will lose its appeal.



Poor weather can often affect air travel.

The availability of different forms of transport

A destination's appeal is usually increased if tourists have a number of choices in how to get to the destination. The tourist will then be able to make a choice regarding what method of transport suits them according to their circumstances. Tourists from the United Kingdom travelling to Paris have a range of choices:

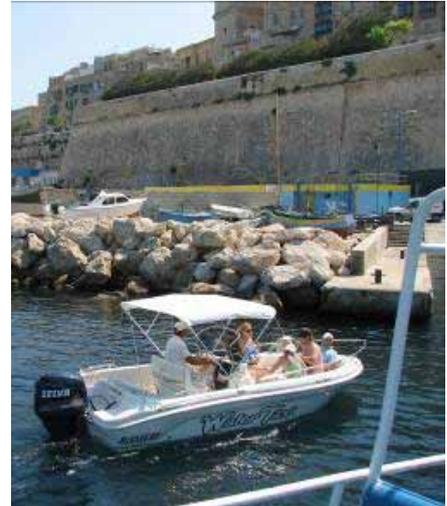
- they can fly to one of two airports which serve the city.
- they can take the Eurostar train from London.
- they can drive using the shuttle service through the Channel Tunnel
- they can take a ferry from a choice of channel ports

What transport is available at the destination

There is a wide range of transport available for tourists when they reach their destination. These include:

- Public transport systems such as underground and metro systems in cities
- Local bus services in countryside areas
- Special tourist buses providing sightseeing tours
- Taxis
- Tourist trains taking people from one part of a destination to another
- River cruise and water taxis
- Cable cars and chairlifts

Using different forms of transport may add to the appeal of visiting a destination.



Tourists can use a number of different types of transport while they are at their destination.

Activity 43

For the following list of different types of transport, say whether they are normally used to reach a destination, or to travel within a destination.

Type of transport	Used to get to a destination or within a destination?
Cable car	
Cross-channel ferry	
Water taxi	
Subway system	
Short haul flight	
Taxi	
Inter-city coach service	
Tourist sightseeing bus	
Horse-drawn carriage	
Inter-city train	

Natural Attractions

Natural attractions are specific named features which appeal to tourists because of the nature of the landform or the beauty of the landscape in which the attraction is set. Natural attractions include:

- Lakes
- Rivers and landforms such as waterfalls and gorges
- Caves
- Volcanic features
- Mountains
- Coastal features



The Grand Canyon and Niagara Falls are amongst the most spectacular natural attractions in the world, and have a strong appeal to many tourists.



Some natural attractions are free and for some there is an entry charge made. It is not very easy to charge tourists to visit a mountain but it may be possible to make a charge to visit a cave or waterfall, especially if this is on private land.

Usually, a range of tourist facilities is available at natural attractions which could consist of:

- An information centre or some form of information boards about the feature
- Car parks and access for disabled visitors
- Refreshment facilities
- Souvenir shop
- Toilet facilities
- Guided tours and walks
- Viewpoints

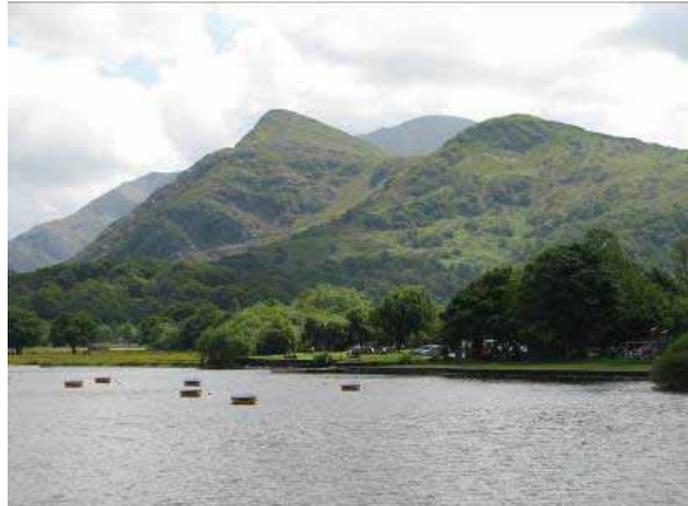


Information boards add to the appeal of natural attractions.

Part of the appeal of many natural attractions is the facilities which are provided. Many tourists appreciate the opportunity to find out some information about the attraction. Most natural attractions are visited by tourists who are staying nearby and are making a half day or full day visit to the area in which the attraction is located. In fact, part of the appeal of some attractions is that they are accessible from nearby destinations.

Lakes

Lakes add to the beauty and appeal of many landscapes and very often provide a range of tourist activities around their shores. Travel and tourism organisations offer a range of water-based activities on many lakes and lakeside villages often provide tourist facilities. Campsites and caravan sites close to lakes are popular because lake views are appealing to many tourists and a number of facilities are often nearby.



Llyn Padarn, near Llanberis, in Snowdonia, provides a range of tourist activities, including boating and canoeing.

Rivers

Rivers add to the appeal of many landscapes and destinations. The **River Thames** in London, the **Seine** in Paris, the rivers **Rhine** and **Danube** as well as many others, all provide tourist appeal. Additionally, features produced by landscape processes can produce landforms which appeal to tourists. These features include gorges, canyons and waterfalls.



Rivers and waterfalls provide appeal for tourists.

Caves

The majority of cave systems have been produced by water running through cracks in limestone rock and causing weathering through chemical processes. This leads to the creation of underground systems of caves with a range of unique landform features.

In many areas cave systems have been developed as commercial operations and operate as tourist attractions. The appeal of caves is the opportunity to walk underground and experience a different environment. Within the United Kingdom there are a number of cave systems, the most famous of which are the **Cheddar Caves** and the systems in the **Castleton** area of Derbyshire.



Many cave systems are on private land and an entrance fee is charged.

Volcanic features

Although there is no volcanic activity in Britain today, large areas have been affected by volcanic activity in the past and many mountains in Britain are the remains of old volcanoes.

Within Europe there are a number of active volcanoes, such as Mount **Etna** in Sicily and one of the most famous events in history is the destruction of the Roman town of **Pompeii** following the eruption of **Mount Vesuvius** about 2,000 years ago. Many tourists find volcanic landforms appealing and appreciate the power of the forces of nature which are responsible for volcanic activity.



Volcanic features, such as geysers, have a strong appeal for many tourists.

Mountains

Many mountains would be seen as attractions although most ranges of mountains would be seen as a destination. Examples of specific mountain attractions would be **Ben Nevis** in Scotland, **Snowdon** in Wales and **Mont Blanc** in France. The French Alps or the Pyrenees would be seen as destinations.

Mountains attract and appeal to tourists for different reasons. Some just like to gaze at the scale and beauty of the scenery, others see mountains as a challenge and want to climb them or ski down them.

Many tourists see mountain areas as being attractive and appealing.



Coastal features

Coastal areas provide a range of tourist appeal. Every beach in the world could be classified as a natural attraction and many of these have a range of facilities provided for tourists. For some tourists the facilities provided add to the appeal of the beach, while other tourists find deserted and isolated beaches more appealing.



Deserted beaches can be very appealing

Apart from beaches, there is a range of coastal landforms which provide appeal and interest for tourists. Around the coast of Britain, features ranging from **Durdle Door** in Dorset, to the **Giant's Causeway** in Northern Ireland are all specific attractions which have tourist appeal and interest. At these, and many other coastal attractions, there is a range of facilities provided for tourists and part of the appeal is in walking along a cliff top to view the landform.

Cliffs, stacks, arches, caves and islands off the coast all provide tourist interest and appeal.

The coast of Iceland has dramatic natural features



Activity 44

Answer true or false to the statements in the table below.

Statement True	or false
Durdle Door and the Giant's Causeway are coastal features.	
Cliffs, stacks and arches are associated with rivers.	
Ben Nevis is in England	
The Alps and Pyrenees are mountain ranges in France	
Deserted beaches do not attract tourists	
Mont Blanc is in France	
A geyser is a volcanic feature	
A volcanic eruption occurred in the Greek town of Pompeii	
The River Rhine flows through Paris	

Canyons and gorges are landforms related to rivers

You should have *false* for **five** of the statements. Write out what the correct statement should be.

Activity 45

Use www.photolibrarywales.com to find images of the different types of natural attraction in Wales:

- 2 different lakes
- 2 different mountains
- 1 waterfall
- 2 beaches
- 1 cliff
- 1 waterfall
- 1 cave

Built Attractions

Built attractions are places and facilities which have been constructed specifically to attract tourists to them. Virtually all built attractions are commercial operations which are expected to make a profit for the organisations which own them. Theme parks, water parks and amusement parks all fall into this category, as do **The Eiffel Tower**, **The London Eye** and **Blackpool Tower** amongst many others.

Within the United Kingdom the major theme parks of **Chessington World of Adventures**, **Alton Towers**, **Thorpe Park**, **Oakwood**, **Drayton Manor** and **Legoland Windsor** attract thousands of visitors each year.



Legoland Windsor aims to attract families with younger children.

Theme parks are found throughout the world, with the most visited being the Disney parks. Generally, the appeal of these parks is to teenagers and families, with some parks, such as Legoland Windsor, being aimed more at families with younger children.

Universal Studios in Los Angeles is a theme park based on major films.



Theme parks are successful because they appeal to tourists for a number of reasons including:

- The parks are self-contained and provide a safe environment
- Generally customer service is of a high standard and a wide range of services are provided
- Access and parking is well-managed
- Most theme parks provide entertainment and activities for the whole day
- There is a choice of rides and 'attractions' within the parks
- There may be an association with well-known films and cartoon characters
- A range of food and beverage is available
- It is usual for a one-off entry charge to be paid and then all the major rides are free.

Water-based rides are common in many theme parks.



Large theme parks have 'white knuckle' roller coasters as their main attractions.



Theme parks are by no means the only type of built attractions. World-famous structures such as the London Eye and the Eiffel Tower attract many visitors annually and add to the appeal of the destinations in which they are located. The majority of tourists visiting Paris for the first time would expect to visit the Eiffel Tower and many destinations have built attractions which are '**must dos**' and add to the appeal of the destination.

The Eiffel Tower is a purpose-built visitor attraction which is a 'must do' for many tourists visiting Paris and adds to the appeal of the city, partly because of the fantastic views from the top of the tower.



As well as attractions which have been built relatively recently specifically to attract tourists, there is a wide range of other built facilities which operate as tourist attractions as well as serving other functions.

These include:

- Museums and galleries
- Royal palaces
- Churches and cathedrals
- Government buildings
- Zoos
- Historic monuments



The Tower of London has become an important visitor attraction

The Houses of Parliament and other buildings in the Westminster area of London have a strong appeal for inbound tourists to London. The buildings are also very important in the government of the United Kingdom



Successful destinations will have a wide range of built attractions. Very often heritage and cultural attractions are found within the central areas of cities, while theme parks and other built attractions are found around the outskirts of the city, with good transport connections.

This is the case with London. Many important attractions are located in the centre of the city. Around the outskirts, visitors can reach Legoland Windsor, Chessington World of Adventures and Thorpe Park relatively easily.



Activity 46

Draw pictograms, representing the number of visitors, to show the relative importance of some of the attractions in the table below.

Attraction	TOTAL VISITS
Blackpool Pleasure Beach	5,500,000
British Museum - London	5,418,265
Natural History Museum - London	3,600,119
Tower of London	2,064,126
National Maritime Museum	1,695,739
St Paul's Cathedral	1,623,881
Kew Gardens	1,427,096
Chester Zoo	1,335,773
Edinburgh Castle	1,229,703
London Zoo	1,132,366
Eden Project	1,128,107
Canterbury Cathedral	1,068,244
Houses of Parliament	994,926
Roman Baths & Pump Room, Bath	985,096
National Gallery Complex, Edinburgh	937,770
Stonehenge	869,432
York Minster	815,000

Source: Adapted from The Association of Leading Visitor Attractions www.alva.org.uk

Facilities

One of the most important facilities for tourists visiting a destination is accommodation. A good range of accommodation adds to the appeal of the destination.

There are a number of factors which affect the appeal of a destination in relation to the accommodation provided. The main factors are:

- The range of accommodation available
- The cost of accommodation
- The location and accessibility of the accommodation in relation to attractions and tourist facilities

The range of accommodation available

Most accommodation in city destinations tends to be serviced, in the form of hotels, hostels and guesthouses. In coastal resorts and countryside areas a greater range of un-serviced accommodation, such as campsites, self-catering cottages and caravan parks are available, as well as serviced accommodations.

City destinations need to provide a range of hotel accommodation in order to appeal to a wide range of tourists. Quality '5 star' accommodation will attract affluent high-spending tourists and many business tourists tend to stay in 3 and 4 star hotels. Many leisure tourists often choose the level of service provided by 3 and 4 star hotels and it is often the case that these hotels cater for business tourists during the week and leisure tourists at the weekends.

The Hotel de Paris in Monte Carlo will attract very rich guests.



Budget accommodation and hostels will also provide accommodation for student groups and backpackers who are happy to accept a minimum range of services.

A recent development is that budget chains of hotels, such as Holiday Inn Express, Travelodge and Ibis are opening in or near city centres. These hotels have become common outside cities but they are increasingly providing an alternative for tourists visiting city centres for sporting or other events or on short breaks.

Countryside and coastal areas will tend to have a wider range of accommodation than cities. Part of the appeal of coastal destinations in particular is the choice of campsites and self-catering accommodation available as well as hotel accommodation.



Coastal resorts tend to have a range of hotels and apartments available centrally as well as campsites and self-catering accommodation available in the surrounding area.

The cost of accommodation

Tourists expect to pay more for quality accommodation, but the appeal of a destination can be affected by the cost of accommodation. Leisure tourists to popular city destinations, such as London and Paris tend to have to pay a lot of money to stay in central areas close to the popular attractions, with cheaper accommodation being available around the edge of the cities.

The cost of accommodation will also vary with the season of the year. In most destinations '**high season**' prices will be much higher than 'off season'. Increasingly, those tourists who can travel out of the main holiday season are finding good deals on accommodation in popular destinations.

The location and accessibility of accommodation

In many destinations the exact location of accommodation can be important. As indicated earlier, for business travellers, the location of accommodation in relation to the venue of the meeting or conference they are attending is extremely important.

For leisure tourists, the location of hotels or other accommodation in relation to attractions, entertainment facilities or transport provision may affect their choice of accommodation. The accessibility of accommodation can be a very important factor for some groups of tourists and will affect the appeal of destinations for those groups. Families with young children, for example, want to be as close to beaches and other facilities as they possibly can.

In coastal resorts, a range of hotels and campsites within walking distance of the sea can increase the appeal of the destination. Tour operators often feature the closeness of their accommodation to the beach in brochures.



Coastal resorts which have accommodation with easy access to beaches tend to have a greater appeal.

Destinations have a range of facilities other than accommodation. Sports stadiums and other facilities often add to the appeal of a destination. Often sports and leisure facilities such as leisure centres and parks are used by visitors as well as local people.



Facilities such as boating lakes, cycle paths and crazy golf can be enjoyed by tourists and local people.



Good tourist information facilities are also important, providing visitors with details about what to do at the destination.



Climate

Climate is one of the most important factors which affects the appeal of a destination. The main climatic factors are ***temperature, sunshine, rainfall (precipitation)*** and ***humidity***.

Climate has been an important aspect of the appeal of destinations since mass tourism started to Mediterranean areas in the 1960's. One of the attractions of these areas was that tourists could enjoy beaches and relax around hotel pools in the knowledge that there would be warm temperatures, blue skies and very little rainfall. This was not, and still is not the case, with the British climate where temperatures are lower in the summer months and the risk of rain is higher.



Summer climate in the UK is not as reliable as it is in Mediterranean areas.

Another factor which increased the popularity of Mediterranean resorts was the temperature of the sea. Generally, a hot climate leads to a warmer sea and more people enjoy swimming in the sea when the water is warmer.

Temperature

As indicated above, the average temperature of a destination often has a significant impact on its appeal. Leisure tourists enjoy doing a range of activities while on holiday. People enjoy a range of sporting activities, walking around cities, visiting theme parks and adventure activities as well as sunbathing on a beach. Certain temperatures are desirable for different types of activity. Whereas, a temperature of 25 to 30 degrees Centigrade will be hot and feel comfortable for sunbathing, it would be too warm to play many sports and walking around a city would be

uncomfortable for many people. The table below attempts to give some indication of how temperature affect tourist activity.

Temperature Range	Tourist activities
Below 0 degrees	Temperatures below freezing make most tourist activities unpleasant, except in specialised cases. Winter sports enthusiasts often spend the day in sub-zero temperatures, as will tourists to Lapland visiting Father Christmas.
0 to 10 degrees	Temperatures in this range do not encourage many tourist activities, especially if they are accompanied by rain or strong winds. These temperatures are common in winter sports destinations.
10 to 20 degrees	In this range temperatures are becoming pleasant, especially in the high teens. In these temperatures, it is comfortable to play sports and walk around cities without feeling uncomfortable, although it is still a little cool for sunbathing on beaches, especially if there is any wind.
20 to 30 degrees	These temperatures are typical of Mediterranean destinations in summer and would be described as 'hot'. The heat of the sun would make most tourist activities unpleasant although water-based activities and theme parks with water attractions would be popular, as well as beaches, where sea breezes make the heat more tolerable.
30 to 40 degrees	Very hot conditions with temperatures over 30 degrees tend to limit tourist activities. Most people want to escape from the heat of the sun and it is too hot to enjoy most activities. Any prolonged exposure to strong sunshine could be dangerous.

Temperatures above 30 degrees are common in Mediterranean areas in the summer



Precipitation

Precipitation is the amount of rainfall and snow a destination receives.

Many tourist activities are affected by rainfall. Not many activities are enjoyable when it is raining and most sports are less fun when played in the rain. Popular activities such as walking, cycling and visiting outside attractions are less fun and beaches and swimming pools cannot really be enjoyed when it is raining.

Holidaymakers do not like having to make decisions about activities based on weather reports and can become frustrated if their one week of holiday is spoilt by wet conditions. Thus, destinations which receive very little rainfall during the main holiday season, are very appealing.



Many tourists do not enjoy wet weather on holiday

Not all precipitation falls as rainfall. Winter sports resorts rely on adequate amounts of snowfall during the winter months to cover the slopes with enough snow to allow skiers and snowboarders to enjoy the activities. Guaranteed snow is one of the main factors in the appeal of winter sports destinations.



Winter sports enthusiasts can sometimes enjoy blue skies above the cloud level.

Activity 48

Using information from the tables below, explain why the climate of Barcelona is more appealing than the climate of Aberystwyth.

Aberystwyth, Wales					
Month	Average Sunlight hours	Average Minimum Temperature	Average Maximum Temperature	Average Precipitation	Wet Days (+2.5mm)
January	2	2	7	97	21
February	3	2	7	72	17
March	4	3	9	60	16
April	5	5	11	56	16
May	6	7	15	65	16
June	7	10	17	76	16
July	5	12	18	99	19
August	5	12	18	93	18
September	4	11	16	108	19
October	3	8	13	118	20
November	2	5	10	111	20
December	2	4	8	96	22
	Average 4	Average 6	Average 12	Total Precipitation 1051 mm	Total wet days 220

Barcelona, Spain					
Month	Average Sunlight hours	Average Minimum Temperature	Average Maximum Temperature	Average Precipitation	Wet Days (+2.5mm)
January	5	6	13	31	5
February	6	7	14	39	5
March	6	9	16	48	8
April	7	11	18	43	9
May	8	14	21	54	8
June	9	18	25	37	6
July	10	21	28	27	4
August	9	21	28	49	6
September	7	19	25	76	7
October	5	15	21	86	9
November	4	11	16	52	6
December	4	8	13	45	6
	Average 6.5	Average 12.5	Average 19.5	Total Precipitation 587 mm	Total wet days 79

Culture and Heritage

Culture

The culture of a tourism destination is often difficult to explain because it is the combination of so many things. The culture of an area is a combination of:

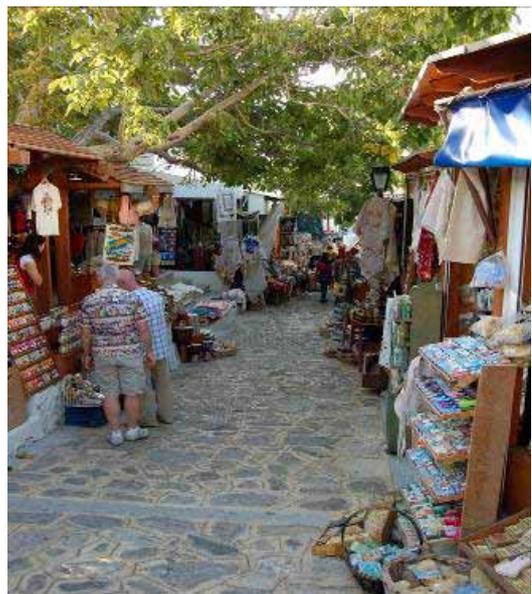
- Religion and beliefs
- Food and drink
- Arts, theatre and music
- Language

One of many definitions of the word culture is 'the way of life of a society'. Certainly, one of the things which appeal to many tourists is to experience the '**local culture**' or way of life of the destination which is being visited.

Some tourists will make a greater attempt to experience the culture of a destination than others. A tourist to whom the culture of a destination has a strong appeal will try to do some or all of the things below:

- Find out about the history of the destination before the visit
- Attempt to learn a few words of the local language
- Eat in locally run restaurants, eating food from the local area
- Shop in markets and other places where the inhabitants of the destination shop
- Visit important religious and historical sites in the locality
- Visit museums and art galleries in the locality

For some groups of tourists, interacting and appreciating the culture of a destination has a strong appeal; other tourists may well choose to eat in hotels or shop in supermarkets and make little effort to understand the local culture. Part of the appeal of culture may be for tourists to observe local inhabitants going about their business and trying to understand how and why things are done differently in the area being visited.



Local culture can often be experienced by visiting villages and towns away from the more popular tourist areas.

It is common to attempt to identify the culture of different countries, and some tourists might find 'French culture' or 'Spanish culture' appealing. There are aspects of life in countries such as France and Spain which many tourists find appealing. (They are after all, the most visited countries by international tourists). United Kingdom tourists to France and Spain may find the following aspects of the culture appealing:

- Enjoying good food and drink and taking time over meals
- Eating outdoors and late into the evening
- Eating as a family and involving children in family occasions
- Enjoying a relaxed approach to life



A 'café culture' of eating outside is common in many Mediterranean areas of France and Spain.

Heritage

Heritage refers to the history of the destination. Some destinations have a very interesting history and buildings or important sites have become important attractions. Also, famous people who are associated with the destination form part of the heritage, such as at Stratford-Upon-Avon with its association with William Shakespeare.

Heritage is very important for many tourists who do not only want to sit around a hotel pool or be entertained at theme parks. Like culture the heritage of a destination gives tourists the opportunity to learn about the area and enrich themselves.

Many important buildings and historic sites are protected or conserved in some way to make sure that they will not be damaged by tourists. This helps to maintain the heritage of a destination.



Stonehenge is a part of the heritage of the UK and is protected from damage by tourists



Cemeteries containing the graves of famous people can be part of the heritage of a destination

Activity 49

Identify the tourist activities from the list below which would be associated with the culture and heritage of a destination.

- Eating a traditional food speciality of the destination
- Visiting a cinema in the evening
- Enjoying a Jacuzzi in a hotel
- Visiting a local market
- A tour of the site of a famous battle
- A day at a theme park
- A visit to a cathedral at the destination
- Visiting the birthplace of a famous writer

Events and entertainment

Events, festivals and entertainment increase the appeal of a destination to tourists. Thousands of events are organised each year, and if a tourist chooses to visit a destination because of a specific event, then the appeal of the destination increases to the tourist.

For example, a rugby international match held in Cardiff increases the appeal of Cardiff as a tourism destination for those who want to travel to the game. Some of these visitors will stay overnight and many will travel outside of the area where they normally live and work, so they are tourists. However, for some tourists, who have no interest in rugby, the appeal of Cardiff will decrease at times when international rugby matches are being held.

All events last for a specific period of time, whether it is a sporting event lasting a few hours or an arts festival lasting several weeks. The event has a publicised schedule of starting and finishing times, may well have a charge for entry and will be promoted to potential visitors.

Events can be classified as:

- Sporting events
- Arts and musical events and festivals
- Religious and cultural festivals and events

Sporting events

Most sporting events add to the appeal of the destination in which the event is taking place. Cup finals and other important football matches held at Wembley add to the appeal of London. For major matches, a certain proportion of the spectators will stay in London away from home, and take part in other tourist activities as well as watching the match.

Also, sports stadiums and other sports facilities may add to the appeal of a destination. Most large stadiums provide tours of the facility, which becomes one of the attractions of the destination and adds to its appeal.

The Nou Camp stadium in Barcelona is a popular attraction in its own right and provides tours for visitors to the city.



Some tourists may be put off from visiting certain destinations when major sporting events are being held. This may be because hotel space may not be available, transport options are more limited or more expensive, and there may be additional congestion at the destination.

Arts and musical events and festivals

Thousands of arts and musical events are held throughout the year in many destinations. These include book festivals, theatre and film festivals, classical and folk music festivals as well as pop and rock music festivals.

All these events are attended by tourists. However, it is possible to classify the tourists into two groups:

- Those tourists who have travelled to the destination specifically to be part of the event, either as a performer or spectator.
- Those tourists who are visiting the destination anyway and decide to visit an event during their the course of their stay. These could be leisure visitors, enjoying a holiday at the destination. They could also be business visitors, taking time out from a meeting or conference. Also, they could be visiting friends and relations at the destination and decide to go to an event together.



The Brecon Jazz Festival is held annually and attracts many visitors to the town

In some cases, the event has become a part of the appeal of the destination. The Edinburgh Festival, the Glastonbury Festival and the Brecon Jazz Festival are all examples of events held annually, which have become very important to the appeal of these destinations. All these events are held at the same time each year to encourage tourists to visit regularly.

Events provide a destination with an opportunity to promote itself to people who are very likely to enjoy the nature of the event being offered. The number of events and festivals has increased steadily over the years. In the United Kingdom, the number of arts and music festivals taking place over the summer period is now very extensive.

Most arts and music events are not seen primarily as part of the travel and tourism industry. They are provided to celebrate the art form with which they are associated and to give people the opportunity to enjoy and experience the work of actors, artists or musicians. However, as tourist boards at many destinations appreciate, the events also attract many people to the destination in which they are held and add to the tourism economy as well as to the appeal of the destination.

Religious and cultural events and festivals

Religious and cultural events and festivals are held at many tourism destinations. As with arts and musical events, these events add to the tourist interest and appeal of an area. Similarly, some tourists will visit a destination solely to attend the religious event and other tourists might attend the events while they are visiting for other purposes. Many tourists find religious and cultural events interesting and add to their understanding of the destination they are visiting.



Events in Alpine villages are held to celebrate local culture and to demonstrate traditional skills.

Entertainment

Many tourism destinations have added to their appeal by providing a range of evening entertainment for tourists. As with other events and festivals this entertainment is not provided solely for tourists. Residents of the destination and those visiting for day excursions may also enjoy the entertainment options.

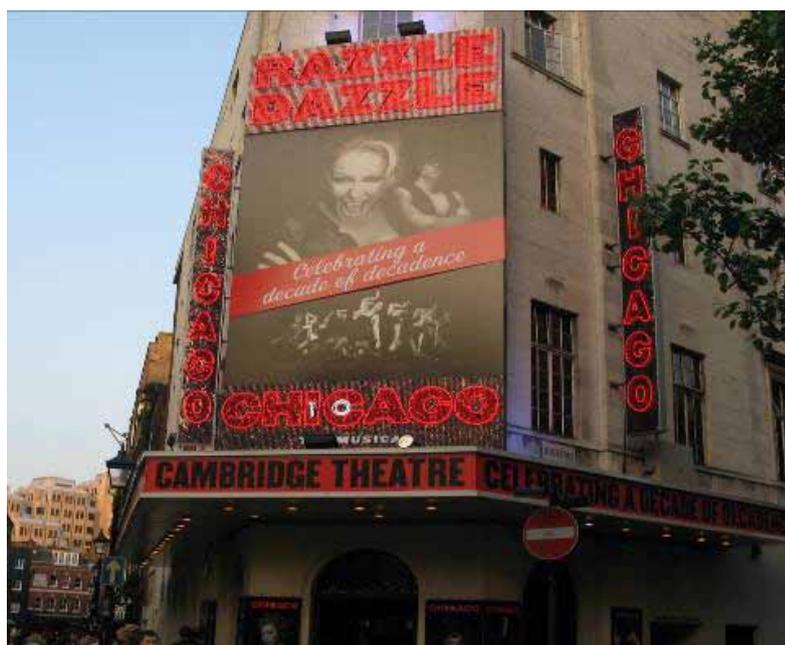
Entertainment provided in tourism destinations includes:

- Theatres providing shows and concerts
- Opera houses
- Cinemas showing a range of films
- Casinos
- Nightclubs and discos
- Clubs and bars providing entertainment
- Entertainment provided in hotels or on campsites for the residents
- Evening entertainment provided by larger theme parks

An important aspect of the appeal of some destinations is the type and range of entertainment available. A wider range of entertainment will attract a wider range of tourists. Certain Mediterranean resorts are more well-known for their night-life and club scene than they are for their other attractions. For some tourists, the entertainment available is a major aspect in the appeal of the destination.

Major city destinations such as London and Paris provide a wide range of entertainment choices. The theatres of the West End rely heavily on tourist's bookings.

London theatres provide entertainment for inbound tourists, domestic tourists and day visitors.



Activity 50

Use the Website www.visitcardiff.com to find out about the events and entertainment which is available.

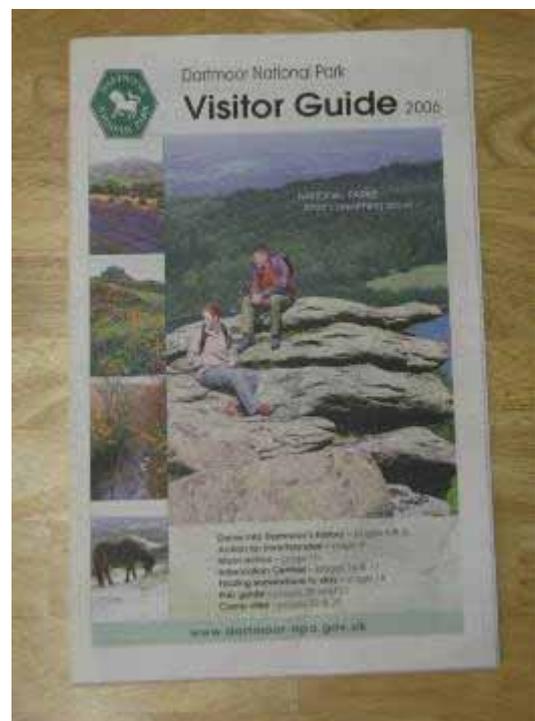
Choose a Saturday in a few weeks time and see what is available that night and in the following week.

Impacts of tourism

Over the last twenty years there has been a growing awareness of the impact tourism has on the environment and societies in which tourism takes place. As mass tourism first developed along the Spanish coast and other areas, there was little concern for the negative impacts that tourism was having on the environment of the area or on the lives of the people living in the area.

In recent years, concepts such as **eco-tourism**, **responsible tourism** and **sustainable tourism** have emerged. This is as a result of more research being undertaken into the range of impacts tourism creates and the ways in which these impacts can be managed more carefully.

It is believed that providing tourists with information about the area they are visiting is likely to make them behave in a more responsible manner.



The impact of tourism on the environment, such as litter left on beaches, is now being recognised.

It is usual to classify the positive and negative impacts of tourism under the following headings:

- economic impacts
- environmental impacts
- social impacts
- cultural impacts

Economic Impacts

Positive

Tourism generates income for a variety of businesses and creates a wide range of employment opportunities. At the global scale, tourism is seen as one of the world's largest and fastest growing industries. This trend has continued throughout the last 50 years.

Within the United Kingdom, it is estimated that inbound tourism generates about £16 billion each year. Domestic tourism, including day trips and staying visits, generates over £60 billion per year. In terms of employment, it is estimated that in the United Kingdom 1.4 million jobs are directly related to tourism.

*People working
in gift shops
are working in
the tourism
industry*



As well as generating employment and income, another positive impact of tourism is improvements in **infrastructure**. These include road and rail improvements, airport development and improvements in utilities, such as water supply and telecommunications. Through these, local

people can benefit from the improved facilities which have been provided for tourists.

Negative

Very often a large number of moving visitors into an area pushes up the price of goods and services, meaning that local people have to pay more for food, drinks, transport etc. It is often the case that in popular tourist areas shops provide products for tourists more than they do for local people, meaning that more gift shops and restaurants might open rather than shops providing goods and services for people living in the area.

Local shops might provide products for tourists rather than meet the needs of local people



Local people often have to pay additional taxes to help finance additional services which are provided for tourists, such as water treatment facilities and tourist information centres.

Some holiday areas have a large number of second homes which are only used for short periods of the year by their owners. This is particularly the case in National Parks and popular coastal areas. The demand for second homes often increases the prices of all housing in the area, making it more difficult for local people, especially young people, to buy their first property. Second home ownership is an example of a negative economic impact of tourism which may be a cause of conflict between local people and tourists.



Second homes and holiday homes are popular in many tourist areas.

One of the most significant negative economic impacts of tourism is the decline in traditional employment which happens when workers move from industries such as farming, mining and fishing into service jobs in the tourism industry.

In some Alpine areas, traditional skills such as cheesemaking are in danger of being lost as more people are attracted to jobs in tourism.



Another negative impact of tourism is ***over-dependency***. It may be that, as tastes and fashions change, or due to any of a range of external pressures, the number of tourists visiting a particular destination may decrease very suddenly, leading to a loss of employment and businesses closing.

Environmental Impacts

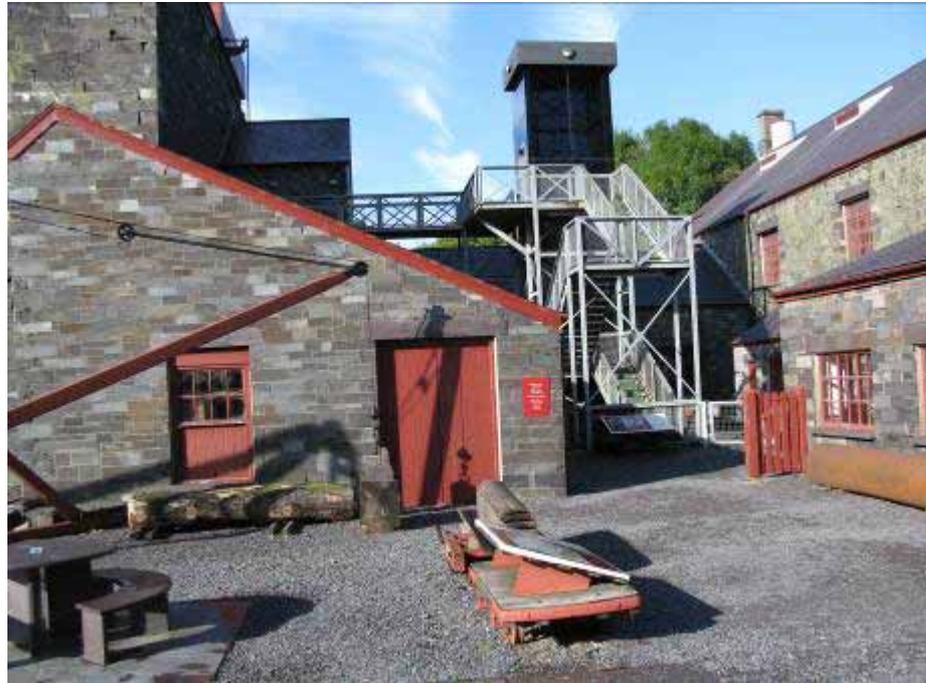
Positive

It is generally the case that tourism has created more negative impacts on the environment than positive impacts. However, increasing awareness of the need for careful environmental management has helped to reduce the negative impacts of tourism in recent years.

There are a number of ways in which tourism can have a positive impact on the environment of a destination and in some cases can be a force for environmental change. In the United Kingdom, for example, a number of former industrial sites and areas of derelict land have been preserved and developed as tourist attractions and stretches of disused canals have been renovated so that they can be used for tourist purposes.

Tourism can also help to increase funding for renovation work on historic buildings such as castles, churches and cathedrals in order to ensure that they are preserved for future generations.

Turning former industrial sites into museums can help to improve the environment of the area



Negative

It has to be accepted that many forms of travel and tourism have a damaging impact on the environment. Trains, cars, aircraft and ships all consume fuel and produce emissions that causes atmospheric pollution which, in turn, contributes to climate change.

In recent years there has been a growing acceptance of the harmful environmental impacts of travel, and more measures are now being taken to help reduce these impacts. These include making aircraft and vehicles more fuel efficient and experimenting with new types of fuel.



Cruise ships cause damage to the environment by leaking fuel

In an increasing number of destinations, such as historic cities and National Parks, schemes are being introduced to reduce the amount of pollution and congestion caused by motor vehicles. These include park and ride schemes and a number of ideas to encourage visitors to use public transport.

In Zion Canyon National Park in Utah USA, no vehicles are allowed in the park and all visitors are transported by electric buses.



As well as environmental pollution caused by travel and traffic, air pollution also causes damage to buildings and noise pollution is an issue in busy resorts with lots of night life. Pollution is also caused by tourists producing litter. This creates an eyesore on the landscape as well as being a threat to the safety of people and animals. Water pollution is another common issue which has been addressed in recent years. In the past, many beaches were unsafe partly because of the fact that untreated sewage was allowed to enter the sea near the beaches. The European Union **blue flag beach** scheme has encouraged many local authorities to take measures to reduce pollution and make the beaches safer.



A blue flag means that a beach has met certain standards of cleanliness

Congestion and **overcrowding** are also commonly identified as negative environmental impacts of tourism. Congestion is normally applied to the problems associated with too many cars being within or travelling to a destination.

Overcrowding occurs where the volume of visitors at a destination increases to a point at which the enjoyment of the destination is spoilt. This can occur when there are too many people on a beach, walking around an historic town or trying to reach a viewpoint at a natural attraction.



Too many tourists walking along streets in an historic town can spoil the visit.

The final category of negative environmental impact is about destroying the natural landscape of an area. This includes the process of erosion caused by walkers, horse-riders and other groups and the loss of habitats of plants and animals.



Too many walkers can destroy the vegetation on a footpath

Social Impacts

Positive

One of the major motivating factors for travel is to meet new people and learn about different cultures and tourism often leads to a greater understanding between people living in different societies.

Very often, tourists benefit from new and improved facilities which are provided for tourists. This may include attractions and catering facilities – there is nothing stopping people living in a tourist destination from enjoying themselves in restaurants or visiting attractions built mainly for tourist use.

Tourists will often gain a greater respect for the lifestyle of the people living in the area they are visiting. Increased tourism also leads to local communities improving their skills and improving their social status. In well-managed tourism developments local people are encouraged to undertake education and training to enable them to feel part of the development.



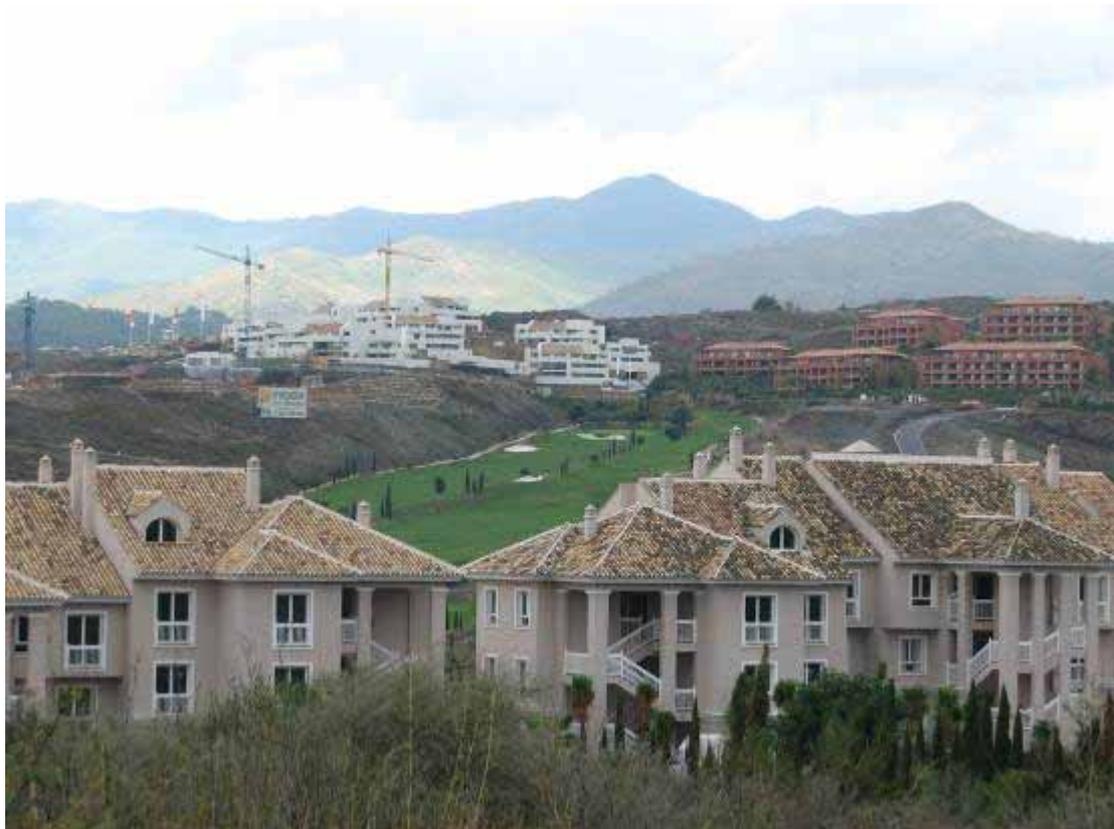
At the Grand Canyon West development, the Indian chief has been trained to be a tour guide and to provide off-road tours of the area.

Negative

There are a number of negative social impacts which have been identified. These are mainly related to conflict between the tourists and the host community. These may result from the behaviour of people living in the area who resent the tourists taking over their community. However, it is often more common that anti-social behaviour from groups of tourists will be the cause of the conflict.

Negative social impacts also include increased crime in the area, such as prostitution, illegal gambling and drug dealing and robbery. Very often, this is not related to local people, but occurs as a result of criminal gangs moving into the area to exploit tourists and sometimes local people as well.

In some destinations, local people have been obliged to move away from where they have traditionally lived to make way for tourism development.



In some coastal areas of Spain, local people have had to make way for the development of apartments and golf complexes.

Another common issue is the matter of **seasonal employment**, or more realistically unemployment. Many tourist areas are developing strategies to maintain a flow of visitors throughout the year thus reducing the impact of seasonal unemployment.

These issues are more common in areas of mass tourism, in larger cities and in certain destinations within the less developed world. There are many destinations where there is little or no conflict between local people and tourists.

Cultural Impacts

Positive impacts

In some cases tourism may help to preserve traditional customs such as music, dance and theatre, as well as creating a demand for locally-produced foods and drink.

Tourism can also stimulate the production and sale of local arts and crafts to meet the needs of visitors and at the same time contribute to the continuation of traditional crafts and skills. Tourism also has an important role to play in reinforcing a region's cultural identity.



Visitors can learn about traditional houses lived in by first nations tribes at Grand Canyon West

Negative

More people now recognise that tourism may bring about a loss of an area's cultural identity, especially in an area which has seen a rapid development of mass tourism.

It is easier to provide international food and drink with which tourists are familiar rather than encouraging them to eat foods associated with the area. This has not been helped by the global spread of fast food chains and multinational brands of drinks. Another negative cultural impact of tourism is the staging of events, dance or music specifically for tourists in a way which demeans or makes fun of the local culture of the area, such as some Spanish dancing.

However, more and more tourists are becoming aware of their potential impact on the culture and heritage of the area they are visiting and visitors are less willing to support activities which exploit local traditions and culture.



Buying fake designer items such as handbags is seen as wrong because tourists are not supporting the local culture

Activity 51

Summarise the positive and negative impacts of tourism in the table below.

A positive economic impact:
A negative economic impact:
A positive environmental impact:
A negative environmental impact:
A positive social impact:
A negative social impact:
A positive economic impact:
A negative cultural impact:

Sustainable tourism

For the last 20 years or so there has been a growing understanding of the negative impacts which tourism has on the environment and societies in which it takes place.

Sustainable tourism is about meeting the needs of today's tourists without having a major long term effect on the environment of the area in which tourism takes place and on the culture of the people who live there. So, sustainable tourism is concerned with reducing the negative impacts of tourism and planning to increase the positive impacts. It also means that, in the longer term, the lifestyle and culture of the people living in the area is not affected by tourism.

Sustainable tourism is a term which has been explained in a number of ways. Sustainable tourism is clearly related to sustainable development, which recognises that the Earth's resources are limited, and that, unless certain steps are taken, these resources will run out. Thus it is necessary to preserve resources as much as possible. This is what sustainable tourism is about.



Providing boardwalks through sensitive areas of forests prevent visitors from walking on the forest floor to help protect the vegetation and is a good example of sustainable tourism management.

A number of forms of sustainable tourism have been identified:

- **Economic sustainability** is about ensuring that tourism businesses are profitable and provide employment for local people. It is not the case that sustainable tourism is about stopping people visiting an area. Tourism is increasingly seen as a **vital** form of income for many communities which rely on the income from tourism to survive.

Economic sustainability is supported through local people selling local products to tourists.



- **Ecological sustainability** relates to looking after the physical environment of an area, including animals and plants.
- **Cultural sustainability** is about supporting people who live in an area maintain their culture. Local people can be taught new skills to enable them to benefit from tourism.

Performing traditional dances may help to keep the culture of the local people alive.



Buy local, eat local, stay local

The maxim of '***buy local, eat local and stay local***' is a good example of how all tourists can act in a responsible manner and support sustainable tourism.

Buying local means purchasing produce grown locally from local producers rather than from supermarket chains. This helps to reduce the number of 'food miles' as well as supporting businesses in the locality.

Eating local – means eating in restaurants and cafes run and managed by local people as opposed to multi-national chains. This will provide more employment and reduce the amount of '**leakage**'. (Leakage means that money spent in the locality does not stay in the area.)

Staying local – refers to staying in locally run and owned accommodation rather than in hotels owned by multi-national companies or chains. Again, this will help keep more money in the locality and support the local community.



Staying in accommodation owned by local people and eating locally produced foods supports sustainable tourism.

Activity 52

Add the correct answers in the boxes below

- MacDonald's
- Staying at a local pub
- Buying food from a farmers market
- Having a drink in a village teashop
- Putting boardwalks across sand dunes
- Supporting a local festival
- Having horse-riding lessons from a local instructor

An example of 'buying local'	
An example of a multi-national chain	
An example of ecological sustainability	
An example of 'staying local'	
An example of 'eating local'	
An example of cultural sustainability	
An example of economic sustainability	

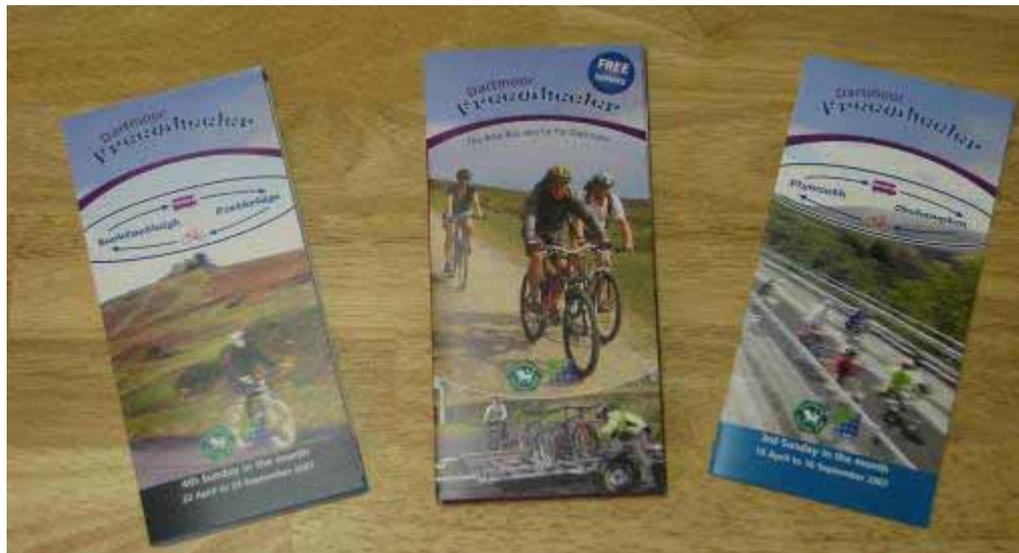
Marketing the destination

It is important to understand that tourism destinations are, to a certain extent, competing against other similar destinations. This means that the destination has to market itself to tourists and explain why they should consider visiting.

The value of tourism is increasingly being seen as important to the economy of the destination in terms of the income generated and the amount of employment created.

Consequently, all tourism destinations increasingly see the need to undertake marketing activities to promote themselves to potential tourists. This may take a number of forms including:

- Paid for advertising by tourism authorities, such as tourist boards and convention bureaus representing the destination. This often includes poster and newspaper advertising as well as the production of a range of promotional materials including leaflets and brochures.



Leaflets promote visits to Dartmoor National Park to tourists who want to go cycling.

- Promotional materials produced by tour operators featuring the destination. These brochures very often include information promoting the attractions and facilities of the selected resorts and destinations.

- Paid for advertising undertaken by major attractions at the destination. This is often the case with theme parks and other major attractions.
- Websites maintained by the tourist board or similar organisations at the destination. These generally have links to accommodation providers and the major attractions at the destination.

The screenshot shows the Visit Wales website interface. At the top, there is a navigation bar with the Wales Cymru logo and links for Home, Regions of Wales, Things to do, Family, Accommodation, About Wales, Brochures, Blog, and Contact. A search bar is also present with a dropdown menu for 'Travelling from:' set to 'All other countries:' and a 'GO' button. The main content area features a video player for 'WATCH WEB FILMS HOLIDAYS UNPACKAGED' with a play button and a 'Click to see more' button. To the right of the video, there is a section titled 'Supposedly holidays have changed' with a short paragraph and four small video thumbnails. Below the video player, there is a section titled 'sut mae, croeso i Gymru hello, welcome to Wales' with a short paragraph. To the right of this section, there are several search buttons: 'Search for Accommodation', 'Find an Offer', 'Search for Events', 'Order a Brochure', 'Search for Attractions', and 'Search for Activities'. Below the search buttons, there are two sections: 'Accommodation' with a small image of a castle and text about planning a holiday, and 'Major Events' with a small image of a stadium and text about international rugby and cricket.

Visit Wales maintains a website which is an important marketing tool

- It is common practice for major destinations to provide '**familiarisation visits**' or '**inspection visits**' to travel agents who are likely to be selling package holidays to the destination.
- Holiday programmes on television serve to promote the destination to potential visitors and usually provide a positive image of the destination.
- Travel writers produce reviews and articles about destinations, which provide potential tourists with information and ideas, which might encourage them to visit.
- Major sporting and other events at a destination provide the opportunity to promote the attractions of the destination.

Part of the role of marketing and media coverage is to maintain a good image of the destination. The image and reputation of a destination may be crucial to its continued and future popularity. Good marketing and media coverage are vital in ensuring that the positive aspects of the destination are given to potential visitors.



The Millennium Centre has received excellent media coverage since it opened

Activity 53

Investigate the website: www.visitwales.co.uk This is the main site used to attract people to visit Wales.

Suggest five ways in which the website encourages people to visit Wales.

Say what you think of the video clips.

Activity 54

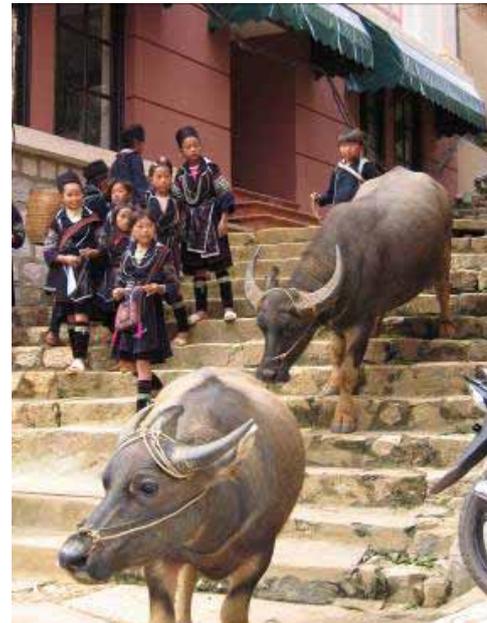
Using weekend newspapers and tour operators brochures collect examples of:

- An advertisement produced by a tourist board for a destination
- A page from a tour operators brochure promoting a destination, not just a particular hotel
- An article written by a travel journalist about a particular destination
- An advertisement for an attraction rather than a destination

Attitudes and culture

Tourists visit all sorts of destinations for all sorts of reasons. Often the place the tourist is visiting is similar to their home area, with the same shops and facilities. For example, a tourist from Wales visiting London would find that the culture is very similar and there would be a positive attitude towards tourists in general.

This may not always be the case! Some tourists visit more exotic destinations where local people have a very different culture. This may be part of the appeal of the destination.



In parts of Asia tourists will find a very different local culture

Although their culture is different, local people may still behave positively to tourists and welcome them into their community. Tourists will be welcome as long they respect the local culture and religious customs.

When this is not the case, or tourists behave poorly, there can be problems between local people and tourists. In some cases tourists can be rude or aggressive, and some destinations have a poor reputation because they are associated with excessive drinking and anti-social behaviour. This will lead to conflict between tourists and local people.



In some Mediterranean resorts facilities and attractions have been provided more for tourists than local people, and this may cause some resentment



Conflict between the attitudes and culture of local people and tourists is more likely to happen in package holiday and 'sun, sea and sand' destinations. There is less likely to be conflict in countryside destinations where people visit to enjoy the scenery.