

UNIT 1: THE UK TRAVEL AND TOURISM SECTOR

Topic A.1 Types of tourism

Know the differences between types of tourism

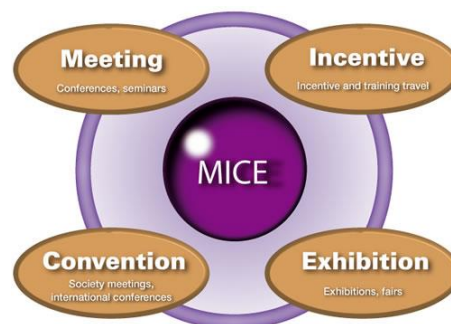
- **Domestic tourism:** definition - taking holidays and trips in your own country
- **Outbound tourism:** definition - travelling to a different country for a visit or holiday
- **Inbound tourism:** definition - visitors from overseas coming into the country.

Topic A.2 Types of travel

Leisure travel: Travelling to relax and enjoy yourself, outside of work hours.

- **Day trips**, visiting an attraction and returning home in one day.
- **Short breaks**, less than 4 nights away from home.
- **Holidays**, a period of rest and pleasure away from work, usually 1 week but could be longer, usually during school holidays.
- **Visiting Friends and Relatives (VFR)**, travel to get together with friends and family
- **Staycations**, a holiday spent at home or in your hometown doing activities or going on trips that there isn't normally time for because of work.
- **Special Events**, a one-off or repeated event that people travel to specifically attend; such as concerts, festivals, football matches.

Business travel: (MICE) Travel for work or professional purposes.



Specialist travel: Travel which offers the kind of experience the customer wants.

- **Adventure Tourism**
- **Cultural Heritage Travel**
- **Health Travel**
- **Education**
- **Volunteer Work**
- **Dark Tourism**
- **Eco Tourism**
- **Conservation**

Topic A.3 Principles of sustainable tourism

• **Definition:** meeting the needs of present tourists and local communities while protecting the natural, historical and cultural environment for the future.

Environmental Factors (Planet)	<ul style="list-style-type: none"> • Make the best use of natural resources as possible e.g recycling, using renewable energy. • Protect the environment • Protect natural heritage and wildlife • Have very little impact on the surrounding countryside
Social/cultural Factors (people)	<ul style="list-style-type: none"> • Be good for the country and the local people. • Help people get together and get on with each other. • Improve the local quality of life i.e. health and well being • Protect living cultural heritage and traditions.
Economic Factors (Money)	<ul style="list-style-type: none"> • Make money for the local people. • Make jobs for local people. • Help improve the lives of people who are poor. • Improve the development infrastructure and economic development of a region.

Topic A.4 The importance of the travel and tourism sector to the UK economy

The Travel and Tourism industry is very important to the UK economy.

• **Direct employment:** Jobs that are created by the travel and tourism industry, e.g. Travel Agent, Air Cabin Crew, Hotel Manager. People who are in direct employment will meet or help the tourists as part of their job.

Indirect Employment: Jobs that are created to **supply** and **support** travel and tourism organisations, e.g. the baker who supplies bread to a hotel; the builders who make the hotels. They will not meet or help the tourists themselves but will be meeting or helping those who do.

• **Gross Domestic Product (GDP)** - the value of a country's economy, a measure of all goods and services over a specific time i.e. how much money it makes in a year.

• **Economic multiplier effect:** - direct spending by tourists, circulated throughout the economy on indirect products and services.

• **Total value of goods and services (GDP)** and the way in which growth/investment in one area tends to lead to growth and new jobs in another (the multiplier effect)

• **infrastructure development** - when a country gets more tourists they need more facilities, as the country makes money from tourism they will improve things like the transport network and water supplies.

Key Words

Economy – The value of goods and services of a country or how much money it makes.

GDP/Gross Domestic Product – the amount of money a country makes over a set period of time, for example a year.

Infrastructure – refers to the basic permanent facilities, utilities and services needed for modern society to function, e.g. roads, buildings, water supplies etc.