

WJEC A Level Travel & Tourism – Websites and Information

Introduction

This resource is primarily designed to support centres following the WJEC Travel and Tourism specification at AS and A2 level. It will also be of use to centres following GCSE Leisure and Tourism as well other Travel and Tourism specifications.

Although no list of websites can be definitive, the objective of the resource is to identify the obvious and perhaps less obvious starting points for deliverers and learners from which research can be developed.

For the WJEC A level specification, this resource can be used to support the delivery of Init 1 at AS level – Investigating Travel and Tourism, by providing information about a range of travel and tourism organisations. Also, many of the web sites included provide information about tourist destinations, supporting the delivery of Unit 2 – Investigating Tourism Destinations.

The resource can be used to assist centres and learners following the WJEC A2 specification with their choice of topic for Unit 6 – Trends and Issues in Travel and Tourism. It can also be used to support deliverers teaching Unit 5 – Tourism Impacts and Tourism Development.

For the WJEC Leisure and Tourism specifications, the resource may support the delivery of unit 2 – Leisure and Tourism Destinations, and unit 4 – Choice and Change in Leisure and Tourism.

The resource is divided into the sections identifying organisations operating at that an appropriate geographic level.

Section 1 – Wales

Section 2 – The United Kingdom

Section 3 – Europe

Section 4 – LEDC areas and Global organisations

Section 1 - Wales

VisitWales – www.visitwales.co.uk is the public site promoting visits to Wales. The site contains a range of promotional information.

The tourism industry site for VisitWales is found within the Welsh Assembly Government website. Go to www.wales.gov The list of topics includes **tourism, sustainable development, transport** and **statistics**. All four topics include useful information, including a 15 page strategy for **sustainable tourism in Wales**.

Regional Tourism Partnerships – The four regional partnerships websites can be accessed at: North Wales – www.tpnw.org Mid Wales – www.tpmw.co.uk South-east Wales – www.swwtp.co.uk South-east Wales – www.capitalregiontourism.org

Ryder Cup – The Ryder Cup will give a great deal of exposure to Wales. Details of the event are available at www.rydercup.com More importantly, www.rydercupwales2010.com gives a better perspective. The benefits to Wales section gives good information about the likely impacts of the event and within the business section there is a link to a **Ryder Cup Wales Economic Impact Study**.

County Councils – Each county in Wales has a website with a variety of information. For example Pembrokeshire has a visitors website www.visitpembrokeshire.com with relevant information for tourists. There is also a link to the 'industry website' which is a division of the County Council. This site www.tourismhelp.co.uk has an extensive document library and other useful information.

Cardiff City Council – The council's website has extensive information about tourism in the city. Go to www.cardiff.gov.uk and go to the **leisure** section. Click '**Tourism statistics and research**' to access all or the tourism data and reports for Cardiff.

Within Cardiff the **Wales Millennium Centre** www.wmc.org.uk and the **Millennium Stadium** www.millenniumstadium.com

(NGfL Cymru – case study of Millennium Stadium in KS4 Leisure and Tourism section. The Wales Millennium Centre is featured in the Travel and Tourism section).

Cardiff Airport – The site has a good range of information, and full details of landing fees and other charges is available www.tibicardiffairport.com

Swansea - The local council website www.swansea.gov.uk provides a range of information about the area. Click on to **culture, leisure and tourism** for detailed information. www.visitswanseabay.com – also provides a link to tourism data for the area as well as information about a range of attractions and activities in and around Swansea Bay.

National Museum Wales - www.museumwales.ac.uk is the home page for the seven sites of the national museum. The 'about us' section contains data about museum attendances which is updated on a monthly basis.

(NGfL Cymru – case study of National Museum Wales in KS4 Leisure and Tourism section. Digital resource relating to National Waterfront Museum, Swansea.)

National Parks – the official sites for the three national parks authorities are:
Pembrokeshire Coast: www.pcnpa.org.uk
Brecon Beacons: www.breconbeacons.org
Snowdonia: www.snowdonia.gov.uk

(NGfL Cymru – case study of Brecon Beacon National Park in KS4 Leisure and Tourism section.)

There are numerous other sites related to the national parks in Wales, providing a range of information, mainly related to activities and accommodation bookings.

The websites for the national park authorities all contain links to education resources and cover topics such as climate change and sustainability. Generally statistical data is lacking, with the last full visitor survey of national parks being taken in 1994.

The three national parks in Wales have been working jointly on a **sustainable tourism** initiative. An extensive draft document is available via the Brecon Beacons website.

CADW – Cadw is the historic environment service of the Welsh Assembly Government www.cadw.wales.gov.uk

National Trust – Wales - www.nationaltrust.org.uk/main/w-global/w-localtoyou/w-wales.htm is the link to the Wales section of the National Trust.

Section 2 – The United Kingdom

VisitBritain – www.visitbritain.co.uk VisitBritain is the body responsible for promoting tourism to the UK. From the main site there are a range of links designed to provide help for inbound and domestic tourists.

The 'trade' site is possibly of greater importance. www.visitbritain.org or www.tourismtrade.org.uk provide links to 'insights and statistics'. 'The UK Tourist' is the principal document summarising visitor numbers to the UK. A range of other information is also available.

Statistical information about tourism in the UK is also available from **UK National Statistics** www.statistics.gov.uk Tourism data is within the **people and places** section. The **travel and transport** data may also be relevant.

National Parks www.nationalparks.gov.uk provides overview information about the 15 national park in England, Wales and Scotland. From the home page of this site there are links to each of the official websites for the authorities which manage the national parks.

All National Parks have an education department which offers resources and information for all levels of education. Many have information on sustainability and other aspects of tourism. The education departments of individual national parks can be accessed through the '**learning about**' link of the website.

Most of the national parks have other websites operated by accommodation providers and other facilities which operate within the national park areas, for example www.lakedistricthotels.net and www.peakdistrict-nationalpark.com

English Heritage – is the official government body which looks after heritage sites in England www.english-heritage.org.uk The site contains a link to **learning and resources**, some of these are slightly dated.

ALVA – The Association of Leading Visitor Attractions www.alva.org.uk – represents the interests of most of the major heritage attractions in the UK. Links are provided to the home pages of many heritage attractions and visitor figures are provided.

British Resorts and Destinations – www.britishresorts.co.uk represents the interests of all of the coastal resorts in the UK. From the home page there are links providing information about all major coastal destinations and links to the relevant tourist board.

The Department for Culture, Media and Sport www.culture.gov.uk is the Government Department responsible for tourism. The site has links to a range of reports and statistics relating to tourism trends, as well as to other key sites. Documents relating to tourism policies in the UK are also available.

In march 2009 the department produced a document entitled **Sustainable Tourism in England**, which is available through this site.

The Association of British Travel Agents – www.abta.com has some useful information relating to resolving disputes as well as an online directory of organisations promoting responsible travel.

The Travel Foundation – www.thetravelfoundation.org.uk works with the UK travel industry to support and guide action on responsible tourism. The site contains information about a range of responsible projects, which could be used for case studies. Also, there is a link to www.makeholidaysgreener.co.uk which is dedicated to responsible and sustainable tourism.

The Association of Independent Tour Operators www.aito.co.uk represents smaller independent tour operators in the UK. The **find a member** section of the website offers links to the websites of many of the tour operators working within the UK. The **responsible tourism** link also gives good information.

A similar organisation represents the views of inbound tour operators. **UKInbound** www.ukinbound.org.uk provides a tab to **about inbound tourism** which provides key information as well as links to **Insights**, the **International Passenger Survey** and the **UK business barometer**, which provides information about recent trends in visitor numbers.

BAA – www.baa.com has some interesting information about a range of topics under the **corporate responsibility** section of the website. There are also links to each of the airports managed by BAA. The traffic figures section contains detailed data about passenger numbers passing through the different airports.

A range of documents are available for each of the airports managed by BAA, many of which relate to customer service, environmental issues and so on. There is also a link to the **Airport Operators Association** www.aoa.org.uk which represents the interests of all airport operators in the UK.

Other information about airport operations in the UK can be obtained from the **Civil Aviation Authority** www.caa.org.uk

easyJet www.easyJet.com offers a range of information about the destinations to which the airline flies. The **where we fly** tab gives access to free destination guides. The website also contains good information about the company's history and environmental policies. **Company information** and **Investors** sections found at the bottom of the home page both lead to useful information.

British Airways www.ba.com contains information on sustainability and other matters under the **corporate responsibility** section, accessed through the **information** tab on the home page.

Information relating to cruise ships can be obtained from the **Passenger Shipping Association** – www.the-psa.co.uk Detailed data about trends in cruise passengers is available. The association of cruise experts www.cruiseexperts.org provides training for travel agents selling cruise holidays. The site contains links to all the major cruise operating companies.

Detailed information about rail passengers can be found on the **Association of Train Operating Companies** www.atoc-comms.org

Holiday Which? www.which.co.uk/holiday contains a great deal of information. Of particular interest is the comprehensive of destination Factfiles available.

A number of travel trade publications are available online including Travel Weekly www.travelweekly.co.uk This site contains a directory of **destination profiles**. Similarly, the Travel Trade Gazette site www.ttglive.com also has a range of relevant information. The **resources** link is possibly the most useful.

Major tour operators provide a range of information and images on their websites. **Thompson Holidays** www.thompson.co.uk provide introductory information about the **destinations** they offer including images and video clips.

Similarly, **Thomas Cook** www.thomascook.com provides slideshows, video clips, maps and introductory information about the resorts in which the company operates. Click on the destinations tab to access the information.

The websites of **online travel organisations** demonstrate how internet technology can now be used to make bookings in a matter of minutes, without using traditional travel agents. **Expedia** www.expedia.co.uk , **Travelocity** www.travelocity.co.uk , **lastminute.com** www.lastminute.com and **Opodo** www.opodo.co.uk all provide exemplification of the online booking process. **Trip Advisor** www.tripadvisor.com illustrates the recent trend of providing reviews of accommodation to potential customers.

Section 3 - Europe

The European Travel Commission www.visiteurope.com provides a good starting point for tourism to Europe and within Europe. Hover over Discover Europe and click onto **regions** or **themes** to obtain links to a range of information.

This site also has links to the official tourist office site for every country in Europe and thus provides a portal to a wide range of information. For example, from the **Spanish Tourist Office** site www.spain.info under **Multimedia highlights**, a number of five minute videos and comprehensive guides of different regions can be accessed.

The European Travel Commission's corporate website www.etc-corporate.org contains a number of important links. The **map** on the home page provides a link to all of the national tourist boards within Europe. Tabs provide links to **market intelligence**, **statistics** and **sustainable tourism** are all useful. The **news** items on the home page also accesses a number of recent reports.

TourMIS, www.tourmis.wu-wien operated through the Austrian National Tourist Office, accesses a number of reports and a range of statistical information. A simple registration process facilitates the receipt of reports via email.

The European Environment Agency site, www.eea.europa.eu also contains a tourism section. To access this type **tourism** into the glossary on the home page.

The European Commission www.ec.europa.eu has information relating to a range of tourism topics, accessed through the **A to Z glossary** at the top of the home page.

Eurostat www.ec.europa.eu/eurostat accesses a vast range of statistical information relating to a number of topics related to tourism. Type **tourism** into the search box.

The Biodiversity Conservation Centre www.biodiversity.ru is a Russian organisation which has a very useful website. The **seacoasts** section provides good information about **sustainable tourism** and other topics with a range of case studies.

Europarc www.europarc.org is an umbrella organisation representing government departments, NGO's and other organisations responsible for protected areas across Europe. A number of case study examples can be found.

One of the most important initiatives across Europe is the **Mediterranean Blue Plan** www.planbleu.org This site gives access to a range of information about tourism issues in the Mediterranean area.

Information on a wide range of cities in Europe can be obtained from European Cities Marketing www.europeancitiesmarketing.com The **map** on the home page can be used as a link to the websites of all of the cities shown.

Guides to most major city destinations in Europe are available through the **World Travel Guide** www.worldtravelguide.net Click on the **city guide** option. Country guides, ski guides and cruise guides are also available.

Virtual Tourist provides visitor information and guides to a number of city destinations in Europe and other continents and can be obtained through www.virtualtourist.com

A good starting point for **city** and country **destination** guides is www.eurodestination.com There are links to all major city destinations. Also, **You Tube** videos can be accessed easily. At the foot of the home page the link to **responsible tourism** accesses a range of other useful sites which can provide case study information.

Rough guides www.roughguides.com and **Lonely Planet** www.lonelyplanet.com both provide information about guide books and other products which are available for purchase.

Euromonitor International www.euromonitor.com is a commercial organisation which produces detailed statistical guides to tourism in a range of countries. Synopsis of the current situations are available free. These are accessed through the **travel and tourism** section at the bottom of the homepage.

Business facilities at many city destinations in Europe can be accessed via a Google search for the city's conference and convention bureau. For example:
Paris www.parisinfo.com
Cardiff www.cardiffconferencebureau.com
Barcelona www.barcelonaconventionbureau.com

(NGfL Cymru has case studies of three destinations in Europe: Morzine – a countryside destination, Barcelona – A city destination and Malta – a coastal destination. These can be found in the KS4 Leisure and Tourism section of the website)

Section 4 - LEDC Areas and Global organisations

There are a number of organisations which promote ethical and sustainable tourism in LEDC areas. Many of these organisations have links to case studies of projects with which they are involved and/or to websites of travel organisations which offer ethical tourism products.

Tourism Concern www.tourismconcern.org.uk fights against exploitation in tourism, provides a range of resources and has links to a number of similar organisations. Many of these organisations are more concerned with poverty and social justice, so need to be checked.

The Pro-poor Tourism Partnership www.propoortourism.org.uk provides good case study material, especially linked to Caribbean examples. The site provides access to a number of publications and fact sheets which can be downloaded. There are links to other organisations which not tend to be tourism focused.

The Centre for Sustainable Destinations is part of the National Geographic organisation and can be accessed through www.nationalgeographic.com/travel/sustainable A great deal of case study and general information is available from this site. The **geotourism** link provides definitions and explanations and the related website www.geotourism.changemakers.com provides information about a range of sustainable tourism projects. Summaries of the winners and finalists in the **Power of Place** challenge make excellent case studies.

Sustaining Tourism has an excellent web site www.sustainabletourism.net with a wide range of links to a variety of resources and projects which can be used as case studies.

Another useful portal is the **Sustainable Tourism Gateway** www.gdrc.org/uem/eco-tour a number of useful information sheets and links to case studies are available.

www.planeta.com also has links to potential case study material.

United Nations World Tourism Organisation www.unwto.org this site includes the UNWTO Tourism Barometer which is published three times each year and the annual Tourism Highlights publication as well as forecasts. Good links to sustainable tourism also.

World Travel and Tourism Council www.wttc.org is the forum for business leaders in the Travel and Tourism Industry. Resources include 'Travel & Tourism Economic Impact' reports for just about every country worldwide.

UNESCO www.unesco.org has very good information on World Heritage Sites and there are links to initiatives which could be used as case studies as well as to other organisations such as **Earthwatch**.

Tourism Development Projects – Google search

Potentially useful references include:

- Sustainable Tourism Development Project Montenegro – www.worldbank.org
- Ecotourism in Laos – www.ecotourismlaos.com
- Jordan Tourism Development Project – www.usaid.gov
- Vladimir, Russia – Tourism development project – www.vladimir-russia.info
- North East England Tourism Development projects – www.tourismnortheast.co.uk
- The Highlands of Scotland – www.highlands.gov.uk/leisureandtourism
- Mekong Tourism www.mekongtourism.org