TOURISM LEVEL 1 / 2

Unit 3 – Developing UK Tourism Destinations

Explanation of Terms
Tourism Level 1/2

Unit 3 – Developing UK Tourism Destinations

Explanation of terms

The following explanations are by no means absolute as other sources will offer slight variations. However, the explanations provided should help centres and their learners when studying this unit.

AC 1.1- Describe features of destinations & 1.3 explain how features of destinations give appeal to different types of tourist

Location
This refers to where a tourist destination such as a town, city or area of countryside is located in relation to other places. For example, Cardiff is located on the coast, where the rivers Taff and Ely enter the sea. Cardiff is 50 miles from Swansea and to the South of the M4.

Accessibility
Accessibility is about how easy a destination is to get to. Good transport routes, such as motorways, railways, ferry terminals and airports will make a destination more accessible. Major destinations, such as London are very accessible because they have major road and rail routes leading to and from them. They also have major airports. Some countryside areas are less accessible.

Natural attractions
Natural attractions are landscape features which appeal to tourists.

These attractions include:
- Lakes
- Rivers and landforms such as waterfalls and gorges
- Caves
- Volcanic features
- Hills and mountains
- Coastal features such as cliffs and beaches

Built attractions
Built attractions can be of two types:
- Some of these were built with the purpose of attracting tourists to make money for the companies that built them. Theme parks such as Alton Towers, Oakwood and Blackpool Pleasure Beach are purpose-built attractions.
- Other buildings were not originally attractions, but have become attractions over time. Cathedrals and castles, such as Windsor Castle and Cardiff Castle are examples of this type of attraction.
**Accommodation**
Most tourists need to stay somewhere away from home when they are on holiday or away on business. There are many types of accommodation including:

- Hotels
- Guesthouses and B&B’s
- Campsites and caravan parks
- Hostels
- Cottages, villas and apartments

Accommodation can be un-serviced, where tourists might cook their own food or tidy the accommodation for themselves. It could also be serviced, where the room is cleaned for them and food is often provided in a restaurant.

**Other e.g. events, guides, information**
The appeal of a destination can also include the range of events, festivals and entertainment provided. These events include sporting events, such as major football matches, arts and musical events such as the Edinburgh Festival and cultural festivals such as the Notting Hill Carnival. Many smaller events also attract tourists to destinations.

The appeal of a city can be helped by guides, which are people who can provide information about the city to visitors. This can be done on a walking tour or on a tourist bus tour of the city. Tourist Information Centres, apps, online guides and tourist maps can also make a visit to a city more appealing.

**Destinations**

**Coastal**
Coastal destinations include major seaside resorts such as Brighton, Bournemouth and Blackpool. These towns have developed as major holiday centres with a mix of natural and built attractions. Also, less developed areas of coastline with natural attractions, such as the Gower Peninsula or the Jurassic Coast of Dorset also appeal to tourists.

**Rural**
Some tourists like to stay in quiet, peaceful countryside locations where there are hills, rivers and forests. These areas may be National Parks or Areas of Outstanding Natural Beauty.

**Towns and cities**
Most towns and cities appeal to a range of tourists. Cities contain built attractions such as castles and museums. They also have entertainment available and hold different events through the year. Towns and cities also contain a range of sporting facilities.

**AC 1.2 - Characteristics of different types of tourist**

**Purpose of stay**
People visit and stay in tourist destinations for different reasons. Many are on holiday and want to enjoy themselves and relax or to take part in an event. These tourists may be staying for just a couple of nights or for a longer period of time. Others are on business and some may be visiting their friends and relatives. The appeal of a destination will vary according to the purpose of stay of the tourists who are visiting.
Age
The youngest tourists might be only a few weeks old and the oldest might be over 80. Destinations need to have facilities for all ages of tourists. Families need accommodation for children and attractions which will interest children. Young adults generally want night life and excitement. Middle-aged couples generally want to relax and take part in sporting and outdoor activities. Older people still enjoy being able to take holidays.

Cultural
Tourist destinations in the UK receive domestic visitors from other parts of the country. They also receive visitors from overseas which have a different culture. The destinations need to provide for visitors with a wide range of culture and interests. Many overseas visitors to the UK are interested in the history and culture of Britain.

Socio-economic
Some tourists have more money to spend than others. Better-off tourists will tend to stay in luxury accommodation and take part in activities which cost a lot of money. Other tourists are less well-off and want to make the most of the money they have to spend. They may stay in self-catering accommodation and choose less expensive or free activities while on holiday.

Interests
Tourists have a wide range of interests which they want to enjoy while on holiday. Many people take part in activity holidays where a lot of time is spent doing a particular activity. This could be walking, winter sports, sailing, fishing or many other activities. Other tourists prefer more cultural activities, such as visiting museums, galleries or historic buildings. Other tourists might just want to relax on a beach during the day.

Different types of tourist

Leisure
Leisure tourists visit tourist destinations for a main holiday or short break. They may also visit the destination to take part in an event or attend a concert or sporting occasion. Leisure tourists want to enjoy themselves with their family and friends. They often want to relax or to take part in activities they enjoy. Leisure tourists will probably visit a range of attractions available at the destination.

Business
Business tourists are visiting the destination for work purposes. They may have a meeting or be attending a conference, trade show or other event. They tend to be travelling on their own or sometimes with colleagues. Business tourists tend to stay only for a short amount of time and generally do not visit attractions. They will use business facilities in hotels and conference facilities provided by the destination.

Different ages
Some destinations appeal to tourists of different ages whilst others appeal to some age groups more than others. Families with young children may prefer coastal destinations with plenty of attractions and safe beaches. Some young adults enjoy the night life of destinations whilst others enjoy a range of outdoor activities. Tourists of different ages might also prefer different forms of travel. Older people tend to enjoy coach travel and younger families tend to find cars more convenient.
Different cultures
Some destinations in the UK appeal to tourists from different countries. Many of these are attracted by the history and culture of Britain. For example, most international visitors to London will visit the Tower of London, Buckingham Palace, Tower Bridge, the Houses of Parliament and other major attractions. People from different cultures may have different diet requirements and other needs. Major destinations might well provide maps and guides in different languages. Tourists from some cultures tend to travel in coach groups while some will travel as families.

AC 2.1 – Explain factors influencing tourists’ decision making

Financial
People can only take part in tourist activities when they can afford to do so. Some people can afford to spend over £1,000 a night in a hotel suite while others have to find the cheapest accommodation they can.

Financial factors affect where people choose to take part in tourist activities, how they travel to their destination and how long they stay. Not all tourists can afford to stay overnight but only travel for days away from their home.

Expectations
Different tourists will expect different things when they visit a destination. Very often, the main expectation is to relax on holiday or to have a good time with family and friends. This could be spending time around a hotel swimming pool, walking around a country park or enjoying thrilling rides at a theme park.

By no means do all tourists expect to simply relax and enjoy themselves. Education tourists will expect to learn something about the culture or history of the destination they are visiting. Tourists undertaking winter sports activities will expect the snow conditions to be good so that they can ski or snowboard.

Destination reputation
Most tourist destinations have a reputation which has been built up over a period of time. For example, Cardiff has a reputation for modern attractions and a good range of places to eat around Cardiff Bay and a lively night life. Not everybody would agree with this reputation. Cities such as Bath, Stratford-upon-Avon and York have reputations as interesting historic cities. Snowdonia and the Lake District National Parks have a reputation for spectacular mountain scenery. The reputation of a destination might appeal to many tourists and encourage them to visit. However, the reverse can also happen, with some tourists being put off visiting because of a destination’s reputation. For example, destinations which have a reputation for hosting ‘stag’ and ‘hen’ parties may not attract other types of visitor so easily.

Media / marketing
Tourist destinations have to market themselves to potential visitors. This is carried out by a range of bodies such as Destination Marketing Organisations and Tourist Boards as well as individual attractions and accommodation providers. It is vitally important that destinations promote what attractions and facilities they have to potential visitors in order to maintain or increase the number of visitors. Digital media such as Facebook pages and Twitter accounts are increasingly important in promoting destinations, as well as websites and online booking facilities.
Destination features
The features of destinations, including attractions and facilities such as accommodation influence the decisions made by tourists. Tourists need to know that as well as visiting an attraction they can find suitable accommodation and something to eat and drink. They also need to be sure that the can get to the attractions easily. Tourists need to have some knowledge of the destination before they decide to make a visit. They also need to know what to expect when they get there.

Technological developments
As mentioned above, developments in digital technology have had an impact on the ways in which tourists can make decisions about the destinations they choose to visit. Online promotional videos are used to promote destinations. Websites such as Trip Advisor can provide feedback on attractions and accommodation. Developments in technology have also allowed destinations to provide new transport facilities and increase accessibility for tourists. GPS technology and a range of apps are used in a number of ways by tourists and by organisations promoting destinations.

AC 2.2 – Describe how destination features are enhanced to give appeal

Location & Accessibility
Tourism destinations become more appealing if they are easy to access. For example, if an airline begins to offer a route to a destination in Europe, that destination will be more appealing to UK tourists. The same would happen if new motorways, rail links or ferry routes are opened.

On the smaller scale, park and ride schemes or other ways of managing traffic might help to make a destination more appealing, as would creating more car parking places near to the major attractions.

Cycle routes or new designated footpaths would also be ways in which a destination can be made more accessible and help to increase its appeal.

Destinations can also be made more accessible for visitors with special needs. Examples range from building accessible footpaths in national parks to disabled facilities in historic buildings.

Natural attractions
Natural attractions can be enhanced in a number of ways to give appeal to tourists. There are many areas where footpaths have been developed to make access easier. For example, in Snowdonia National Park, a footpath has been covered in tarmac to make wheelchair access easier. Also, new signs and information leaflets can add to the appeal of a natural attraction by providing interesting information. The adding of new facilities such as car parks and visitor centres can enhance the appeal of natural attractions.

Built attractions
If new attractions are built within a tourism destination the appeal of the destination will be enhanced. More visitors will want to go to the destination to visit the new attraction. Theme parks enhance their appeal by adding new rides each year. This encourages visitors to return year on year to try the new ride as well as go on their favourite rides. Built attractions can also be enhanced by adding new facilities such as a visitor centre. Funding might also be found to renovate part of an historic building.
Accommodation
New hotels and other types of accommodation opening in a destination will enhance its appeal. The new accommodation might be luxury, attracting more high-spending visitors or budget accommodation, attracting greater numbers of visitors. New types of accommodation, such as camping barns, ‘glamping’ or house-sharing might also be made available.

Other e.g. events, guides, information
A destination might decide to put on a festival to attract more visitors at a particular time of the year. An example of this is ‘Winter Wonderland’ festivals with temporary ice rinks and other attractions. New websites and tourist signs could increase the appeal of a destination as would staging major sporting events, such as matches in the Rugby World Cup.

AC 3.1 – Describe the role of organisations involved in tourism development

Provision of products and/or services
There is a very wide range of travel and tourism products and services. These products and services include hotel rooms, days at theme parks, meals in restaurants, information provided by TIC’s and so on. Tourism development often involves a destination adding to or updating the products and services provided for tourists. Different types of tourism organisations will provide new or updated products and services in different ways.

Provision of information
Various organisations provide information to tourists before they visit a destination and while they are staying in the destination. Tourist boards, attractions and other organisations will provide information to potential visitors through websites, brochures and other media. This information will promote the destination or attraction and provide key information such as costs and opening times. While at the destination, tourists will make use of guides, signposting and maps to find their way around the destination. Tourism development may involve the provision of new or updated information about the destination.

Funding
In most cases, if tourism development is to take place funds must be made available. There are many types and sources of funding which may be used to develop tourism within a destination.

Examples of these include:
- Large commercial organisations might borrow millions of pounds to develop a new major attraction such a theme park
- A local council might make funds available to help keep beaches clean and tidy
- A hotel chain might invest in the development of a new website to encourage online bookings
- A charity such as the National Trust might fund the improvement of footpaths in a scenic area
- The European Union might fund the improvement or regeneration of a seaside town
- The National Lottery might fund a new heritage attraction within a destination

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Setting of policy and strategy

Tourism development does not just happen unchecked in the UK. Organisations involved in tourism development use policies and strategies to plan how to develop tourism. These strategies might involve increasing visitor numbers or increasing income for tourism organisations.

Most tourism business and councils within tourism destinations will have developed strategies and policies to develop tourism in a certain way. These organisations work together to try to make the strategies successful.

Organisations

Transport providers

Transport organisations help tourists get to a destination and transport tourists within a destination. There are many ways in which transport organisations can support tourism development.

These include:

- Airlines can operate new routes to destinations making them more accessible
- Train companies can also put on additional trains making it easier to get to a destination
- Bus companies can provide routes which make it easier for tourists to travel within a destination. An example of this is the Sherpa buses in Snowdonia National Park.
- Coach companies can develop tour itineraries which include a number of destinations.
- Boat companies can develop river cruises within many destinations.
- Cruise companies can include destinations within their itineraries.

Accommodation providers

Providing new or upgraded accommodation within a destination will attract additional tourists to a destination. Accommodation providers will often promote the destinations where their accommodation is situated. This could take a number of forms. A large organisation like Travelodge could open a new city centre hotel, providing accommodation for tourists wishing to visit central attractions or enjoy the city’s nightlife. Alternatively, a farmer could develop a campsite for people taking part in outdoor activities in a National Park. Both of these situations are examples of tourism development.

Attractions

The range of attractions within a destination is an important factor in its appeal to tourists. By adding to or improving its attractions a destination will increase its appeal. This is a good example of how tourism development works. If the attractions within a destination are not upgraded and added to, the destination will become ‘tired’ and visitor numbers are more likely to decrease. New attractions or improvements to attractions will have to fit in with the strategy for tourism development within the destination.

Marketing organisations

Tourist destinations have to promote themselves to potential visitors. This used to be done by local or regional tourist boards, but increasingly more professional organisations (known as Destination Marketing Organisations or DMO’s) are responsible for a destination’s marketing. An example of this is the organisation called London & Partners which is the official promotional company for London. London & Partners is a not-for-profit body funded by public and private organisations. Its purpose is to attract investment and visitor spend to create jobs and build on London’s international reputation.
Local authorities
Many local councils have a role in promoting tourism within their areas and are involved in tourism development projects which fit into their policies and strategies.

For example, the City of Cardiff Council website has a section on visiting Cardiff which included information on:
- Travel and parking within the city
- Tourist Information Centres
- Where to stay – accommodation guide
- Information on leisure and sports facilities, events and parks
- Cultural facilities such as museums and galleries
- A link to a dedicated visitors website

This shows how the local authority in Cardiff promotes visits to the city and is involved in tourism development.

Tourist boards
Within the UK regional tourist boards have been replaced by more marketing focused Destination Marketing Organisations or DMO’s. So the Wales Tourist Board is now Visit Wales and so on. This in itself is a form of tourism development with new marketing-focused organisations working with public and private sector partners to support strategies for growth in tourism within the destinations they are responsible for.

Tourist information centres
Tourist information Centres, or TIC’s can still be found in many destinations providing face to face support for visitors. These are often funded by local councils as well as by some tourist boards. Many TIC’s are involved in tourism development by the increasing use of technology. Touch screens and other forms of media can be used to find out about attractions, accommodation and other facilities within the destination.

Pressure groups
Not all tourism development is welcomed by everyone. It may be that local people or environmental groups do not want to see any further tourist facilities developed in an area or they are concerned about the impact of developments on the environment. Often tourism development in the UK has to take notice of local people and pressure groups so that planned developments may be altered as a result.

AC 3.2 – Explain relationships between organisations involved in tourism development

Ownership
Many tourism organisations are privately owned and operate as commercial organisations. This means that they try to make a profit for their owners. These organisations may be large companies, such as Disney or British Airways or they could be a husband and wife team running a small hotel.

Voluntary sector organisations are also found within the tourism industry. These do not aim to make a profit but have a different objective. For example, the National Trust receives income from its members and from admissions to its properties. Its mission is to protect the heritage properties it owns.

Public sector organisations, such as councils, need to promote tourism to their area to generate jobs and income. Public sector organisations do not make a profit but have to develop tourism strategies which support tourism business in their areas. However, other public sector organisations, such as National Park Authorities, have a very different role. Their job is to look after the national park for which they are responsible.
Partnership
Tourism organisations often work together in partnerships. A common example is for a coach company to offer a tour of a part of the UK and work in partnership with a number of hotels to provide accommodation. Many attractions in the UK work with accommodation providers and promote each others products and services. By working in partnership, all the organisations involved hope to benefit.

Joint marketing/promotion
Joint marketing and promotion is when two or more travel and tourism organisations market their products and services together and perhaps offer discounts using coupons or discounts. For example, visitors could get a discount at a particular attraction if they can prove that they have visited a partner organisation.

AC 4.1 – Suggest how destinations increase appeal to different types of tourists

Products and/or services
Different types of tourist require different types of travel and tourism products and services. Better off people want to stay in quality hotels, young adult tourists want exciting activities and good night life, families want safe beaches and affordable accommodation, and so on. By providing new products and services destinations can develop their tourism and attract different types of tourist.

Promotion
If new products and services are developed then they must be promoted to potential visitors. It is very important for destinations to let potential visitors know what they have to offer, what attractions are available, what accommodation is available and what events are taking place. It is also important to be sure that the promotion is ongoing and up to date so that any new development in the destination is promoted to potential tourists.

Organisational involvement
There are many ways in which the involvement of a large organisation can help tourism development in a destination. For example, major sporting events such as the Olympics, the Commonwealth Games and the Rugby World Cup have been or will be held in the UK. The bodies which organise these events will be working with tourism organisations. Hosting events as part of these competitions will help tourism development in the destinations where they take place.

Funding
New tourism development projects need to have money from somewhere in order for them to happen. There are a number of ways in which funding for new tourism products and services can be obtained. This very much depends on the type and scale of the project involved. Ways in which a project can be funded include:
- The European Union – funds for projects such as regeneration and re-development of run down areas
- Central or local government – funds for clearing up after flooding or other events to make an area ready to receive tourists
- Charities – such as the National Trust to improve a footpath or to protect an area of land
- Large companies – who want to open a new hotel or develop an attraction.
- Bank loans – smaller organisations might get a bank loan to develop a travel and tourism facility and pay the money back when the organisation receives more visitors
AC 4.2 – Justify suggestions for increasing appeal of destinations of destinations to
different types of tourist

Presenting a case for action
This involves stating what the present situation is and explaining why something needs to be
done to increase the appeal of the destination to different types of tourist. A number of
reasons might need to be given for developing tourism products and services within the
destination.

Use of persuasive language
The presentation must try to persuade the audience that action needs to be taken. Positive
messages need to be given.

Use of evidence to support proposal
Some form of evidence needs to be used to support the proposals being made in the
presentation.

Examples from other destinations
Examples of other tourism development projects and examples of attractions or facilities
from other destinations within the UK need to be included.

AC 4.3 – Present suggestions for increasing appeal of destinations to different groups
of tourists

Format e.g. presentation, written report, email
The suggestions for increasing appeal to different types of tourist can be in a variety of
formats. An oral presentation can be made, backed with a PowerPoint. A report could be
written or the presentation could be in the form of an email.

Style e.g. language, tone
A fairly formal ‘business’ tone and positive style should be used to help persuade the reader
or audience.

Structure e.g. use of headings, signposting
The presentation or report should have a clear structure with headings.

Organisation of information
The information should be clearly organised with an introduction and conclusion if
necessary.