

3 UK Travel and Tourism Destinations

Introduction

Imagine you were going on holiday tomorrow in the UK – where would you go? Would you prefer a city with a variety of nightlife, or somewhere where you can mountain-bike through forests?

This unit looks at the location of major tourist destinations in the UK and the ways into different regions – the **gateways**. It also explores the appeal of UK travel and tourism destinations for different types of visitors. If you want to find the ideal destination and to travel around the UK, you will need to know when to find information. This unit looks at how to find information from a variety of sources. You will then be able to plan holidays in the UK to meet different and specific customer needs. You will also be in a really good position to be able to plan your own travel!

How you will be assessed

Unit 3 is assessed internally, so the Centre delivering the qualification will assess you against the criteria. On completion of this unit a learner should:

- 3.1 know the location of significant UK travel and tourism destinations and gateways

- 3.2 understand the appeal of UK travel and tourism destinations for different types of visitors
- 3.3 know how to use sources of information to find out destination and travel information
- 3.4 be able to plan holidays in the UK to meet specific customer needs.

Assessment grades

The Edexcel Assessment Grid for Unit 3 details the criteria to be met. In general, to gain a Pass (P) you are asked to describe and use appropriate sources of information; to gain a Merit (M) you are asked to analyse and explain; and to gain a Distinction (D) you are also asked to make, and justify, your recommendations.

3.1 Know the location of significant UK travel and tourism destinations and gateways

This section covers:

- UK travel and tourism destinations
- airports
- seaports.

UK travel and tourism destinations

Towns and cities

In order to understand UK travel destinations, you will have to know where they are!

The UK is made up of England, Scotland, Wales and Northern Ireland. Each of these countries has a capital city.

Many of the UK's towns and cities have been around for centuries. They have a wealth of history and heritage in their buildings and traditions.

Towns and cities generally have a range of entertainment such as theatres or cinemas, leisure complexes and museums. Shops may range from unusual individual shops to large shopping malls such as the MetroCentre in Gateshead. These destinations will have easy access via trains or coaches, motorways and even airports, and they will also have a range of accommodation available from guest houses to luxury hotels.

London, England's capital city

More tourists visit London, England's capital city, each year than any other destination in the UK. London continues to be one of the most popular cities for overseas tourists with 11.5 million visitors in 2001. It is easily accessible by air, road and rail. Parts of London have been in existence for nearly 2,000 years and visitors can see centuries of different buildings. London is also the commercial and political centre of the UK with thousands of shops and attractions. Unusually, the UK still has its monarchy, and the royal family is a great attraction for many foreign visitors. Palaces, processions and guardsmen hold a fascination for many tourists of any age!

Other UK towns and cities

However, there are many other historical towns and cities throughout the UK which are significant for a variety of reasons, which include universities, castles or spectacular buildings.



■ *The countries and capital cities of the United Kingdom*

- Spa towns such as Bath, Harrogate and Tunbridge Wells have been the source of healing spa waters for hundreds of years. These were very fashionable in the eighteenth century and even the Romans went to Bath to use the hot springs for spa baths! The mainly Georgian buildings and Roman remains, where the rich and famous went to bathe in the baths and springs, are still very popular with tourists today.
- Oxford, also known as the City of Dreaming Spires, is famous for its university. For over 800 years it has been a home to royalty, politicians and scholars, and since the ninth century an established



■ *Big Ben and the London Eye are popular destinations for visitors to London*

town, although people are known to have lived in the area for thousands of years. The city is also home to a number of museums, galleries and libraries.

- During the last decade, Glasgow has enjoyed steady growth in visitor numbers. In 2003, UK tourists took 2.8 million trips per year to Glasgow. Glasgow has over 20 museums and galleries, each with its own individual collection and events programme, and all with free admission. In 1990, Glasgow was designated the European City of Culture. Today, trips to Glasgow represent around 16 per cent of all UK trips taken to Scotland.

Cultural and historic towns

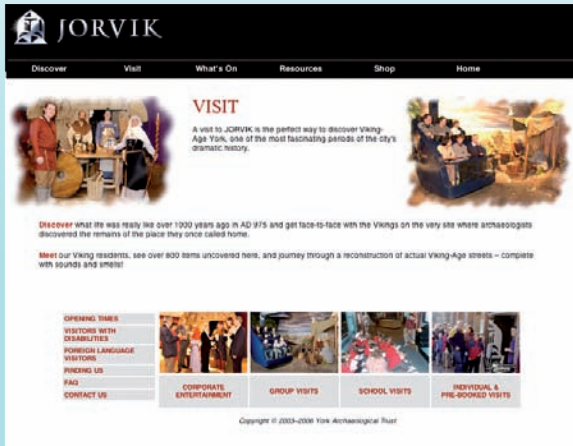
The UK has always been associated with culture and art. Its writers include Jane Austen, William Shakespeare, William Wordsworth and J.K. Rowling, and Oxford is home to the oldest university in the world. The mix of culture, monarchy and politics has made many areas of the UK historic centres of interest.

- Stratford-upon-Avon is situated in the heart of the English Midlands. A market town dating back to medieval times, Stratford is today most famous as the birthplace of the Elizabethan playwright William Shakespeare (1564–1616).
- Nottingham, the city of ‘Robin Hood’, offers tourists the chance to follow in the footsteps of this English hero with a trail around the city.
- Edinburgh, the capital of Scotland, is world famous for its castle, university, art and architecture.



Case studies

York



■ Screen grab from the Jorvik Museum website (Source: Reprinted with the kind permission of York Academy and VIPSS)

York is the county town of Yorkshire, in the vale of York, at the confluence of two rivers, the Ouse and the Fosse. There has been a city here for thousands of years – the Romans had their settlement of Eboracum and the Vikings built Jorvik on its ruins. The medieval city of York can still be seen in the 'snickleways' (alleys) and 'bars' (gateways) in the Roman-based walls.

Thousands of visitors come to York every year for its history and heritage. The Jorvik Museum can take you back in time to AD 975, on a ride through the sights and smells of the excavated

Viking town. This was where the famous York Helmet was found, one of the finest eighth-century Anglo-Saxon helmets discovered in the UK. (You can find out more about The Jorvik Viking Centre by visiting their website, which you can access by going to www.heinemann.co.uk/hotlinks and entering the express code 2196P.)

There are many other heritage attractions in the city such as Clifford's Tower and the Castle Museum, as well as the beautiful York Minster (cathedral). Families can enjoy a trip to the Railway Museum or a boat trip along the river.

There are also many bars and restaurants as well as clubs, and the university and colleges ensure that there is plenty for young people to do as well. There are also individual shops as well as the usual range of department stores. A visit to the tea rooms is a treat not to be missed!

- 1 List four attractions in York and add who you think would be interested in visiting each of them; for example, children, young people or couples, etc.
- 2 Locate York on a map and draw in:
 - the nearest airport (Leeds/Bradford)
 - the main roads to York
 - the railway lines to London and Edinburgh.



Activity

Using a travel atlas:

- 1** Mark the above towns (see pages 93–96) on a blank map and draw an appropriate symbol for them, such as a castle.
- 2** Then research at least three other tourist towns and find out why people go there. Mark them on the blank map with a suitable symbol.

Save your map for future activities – you might like to use it again!

Coastal areas

As an island, Britain has thousands of miles of coastline. The National Trust protects over 600 miles (965 km) of coast, keeping it accessible to the public and in its natural state. Thousands of visitors each year walk along long-distance trails, such as the South West Coastal Path.

Seaside resorts

Seaside resorts vary from small villages in coves, such as Porthcurno in Cornwall, to large towns with miles of flat sandy beaches such as Torquay on the English Riviera. There are traditional ‘bucket and spade’ resorts with piers and candyfloss, crazy golf and arcade games when it rains. Families visit seaside resorts year after year as children can spend hours making sandcastles and paddling in the waves. Visitors find the ever-changing sea relaxing and walks along the ‘promenade’ can be exhilarating, even in winter.





Activity

Research three more seaside resorts and put them on a blank map.



Talking point

In groups, discuss the UK seaside resorts you have visited and put them on the map.

However, resorts in England find it difficult to compete with the sun of the Mediterranean, so they have developed other ways to encourage tourists. For example, Blackpool has its casinos and illuminations as well as the Pleasure Beach theme park, and Bognor has its 'Birdman' competition to see who can fly furthest from the (broken) pier!

Examples of seaside resorts include:

- Brighton – a sophisticated multi-cultural resort with pebble beaches and conference facilities
- Llandudno – a traditional Welsh resort with a wide sandy bay backed by hills
- Ayr – a Scottish resort, known for its harbour, race course and shopping facilities.



■ Key seaside resorts of the United Kingdom

The British countryside

The countryside of the UK is varied and can provide activities for all ages and tastes. There are imposing mountains, such as the Scottish Highlands with its ski resorts; there are rolling hills such as the Cotswolds; there are peat marshes, such as Romney Marsh. Visitors come to 'get away from it all' and to pursue leisure activities such as horse riding and hiking.

National parks

The UK is densely populated and guards its countryside areas against development. One of the most effective ways of ensuring that underdeveloped areas remain that way is the National Park System. There are nine National Parks in England, three in Wales and two in Scotland. Much of the land is still privately owned, but it is protected by legislation against unsuitable building projects, the use of insecticides, etc. The Parks are also required to encourage visitors so that everyone may enjoy the beautiful scenery.



■ The National Parks of England, Wales and Scotland



Activity

- 1 Research at least one countryside or coastal area and locate it on your map.
- 2 In pairs, produce posters advertising the activities that can be done in these areas. Make them as exciting as possible, including all the information that visitors would need to know.



Key points

Tourism destinations in the UK include:

- towns and cities
- seaside resorts
- spa towns
- the countryside, including the National Parks.

The UK's islands

Because the United Kingdom is made up of islands, there are also many off-shore islands which are loved by visitors. The sea has always had a special draw for visitors and the fact that islands are only accessible by crossing water makes it more of an adventure!

Examples of islands as tourist destinations include:

- Isles of Scilly: found off the coast of Cornwall and reached by sea or helicopter from Penzance; they are known for their balmy climate and unspoilt scenery.



■ The UK's main tourist islands

- Isle of Skye: this Scottish island is known for its link with Bonnie Prince Charlie (1720–88) and is loved for its wild scenery.
- Isle of Man: this island in the Irish Sea is host to the TT motorbike races. It has an individual atmosphere and is proud of its semi-independence.
- Channel Islands: close to France; they have a mild climate and provide a tax haven; home to TV's *Bergerac*.



In summary

- Tourism in the UK is very important – visitors come from all over the world, as well as different parts of Britain.
- People visit towns and cities for their facilities and shops, buildings and heritage. Spa towns are popular for their architecture and heritage.
- The seaside is popular for traditional 'bucket and spade' holidays as well as entertainment and leisure facilities.
- People visit the countryside for leisure and sporting activities as well as to enjoy the beautiful scenery.

Airports

Every capital city and many major cities in the UK have airports, most of them classed as 'International' airports where visitors can officially enter the country. London alone has five airports – Heathrow, Gatwick, Stansted, Luton and London City. Some airports are positioned so they can serve a whole area, such as Leeds/Bradford or East Midlands.

All airports are allocated three-letter codes which are used internationally. The larger airports have codes which are easily identifiable – smaller ones tend to have less easily recognised codes. Examples include:

- London Heathrow – LHR
- London Gatwick – LGW
- Manchester – MAN
- Belfast – BFS

These codes are used on airline tickets and baggage labels. Next time you go to an airport, look at the codes on your documents.



Activity

Research the following airport codes:

- STN
- EDI
- ABZ



Seaports

Because the UK is a collection of islands, travel by sea is also important.

In general:

- ports on the south coast of England have ferry crossings to France, the Channel Islands and Spain
- the west coast of the UK has crossings to Ireland
- the east coast of the UK has crossings to the Netherlands and Scandinavia.



■ The UK's main seaports and sea routes



Activity

In groups, draw a poster for one of the sea crossing areas:

- UK to Ireland (Northern and Eire)
- UK to France
- UK to Netherlands and Scandinavia.

You could use a Travel Atlas or ferry timetables and brochures. You could look at Stena Line, SeaFrance, Brittany Ferries or Caledonian McBrayne.



Practice assessment activity

P

Level P1



- 1** Draw a large blank map of the UK then locate and mark:
 - a) the capital cities of England, Scotland, Northern Ireland and Wales
 - b) at least six of each category:
 - seaside resorts
 - cultural or historical towns or cities
 - countryside or coastal areas
 - spa towns
 - islands.
- 2** Locate at least six major airports and mark their three-letter codes.
- 3** Locate six seaports and draw a passenger route from each one; ensure you include routes to both the Republic of Ireland and Europe.

3.2 Understand the appeal of UK travel and tourism destinations for different types of visitors

This section covers:

- range of destinations and different types of visitor
- visitor attractions
- topography
- facilities
- arts, entertainment and sightseeing
- transport links.

Range of destinations and different types of visitor

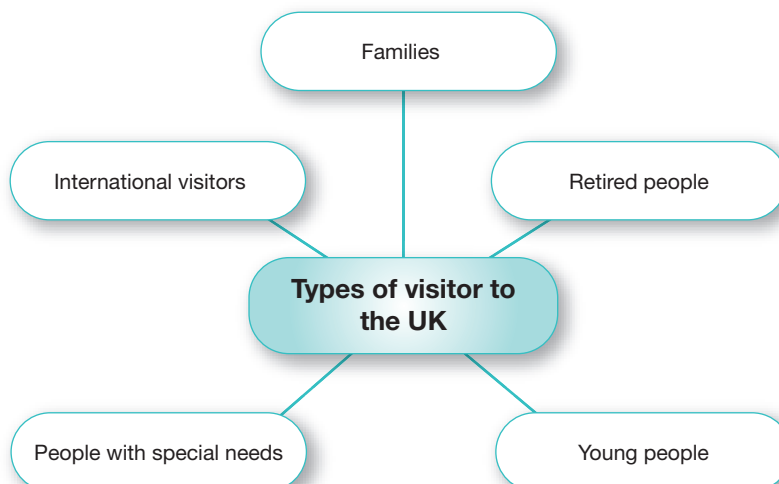
Earlier in this unit you have seen a few examples of why visitors from within the UK (domestic visitors) or from other countries (international visitors) travel to different destinations. Remember they could be going to towns or cities, a seaside resort or a countryside area. People will choose to go to different places because they want different things from their trip.

There are different kinds of visitor, and each of them will look for different reasons to choose the UK as their holiday destination.



Key points

The reasons for choosing a holiday are as individual as people: one visitor's ideal may be totally wrong for another person. Each one is different – celebrate the differences!



Families

Families will principally need to keep the children happy and occupied while providing relief for adults! Some families will look at destinations which provide activities on-site or within the price, such as Butlins or Haven holidays. Destinations such as Center Parcs provide a safe environment for participating in sporting activities, and an all-year-round swimming zone. If the weather is good, then families might be happy making sandcastles on a safe beach.

Retired people

Retired people may also be looking for activities with other similar people; ballroom dancing weekends or painting holidays are popular. Sometimes older people may simply want the opportunity to sightsee in peace!

Young people

Young people usually like to have plenty of opportunity to meet others so look for clubs, bars and other places to meet. They may well want to have activities during the day in order to socialise.

People with special needs

The special needs may be physical or otherwise. Visitors may be wheelchair users, or hearing or sight impaired. Reasonable adjustments have to be made in order to accommodate these needs, except where the provision of ramps, etc. would affect a protected building.

Overseas visitors

Overseas visitors may need some help with guiding. The provision of leaflets in foreign languages, multi-language signs or bilingual guides (guides who speak more than one language).

Visitor attractions

You have already looked at a number of different reasons why visitors may choose a particular place – one of the main draws is what there is available to do! Visitor attractions can be almost anything people can enjoy looking around or learning more about.

The National Trust and English Heritage

You may think that only older people are interested in historical properties – both the National Trust and English Heritage work hard to encourage visitors of all ages, and provide special activities for children and school parties.



Talking point

In groups, take one of the types of visitor. Using brochures, leaflets and guides, design a collage of destinations and attractions suitable for the specific group of visitors you have chosen.



Talking point

Both the National Trust and English Heritage encourage visitors but also aim to preserve land and buildings from destruction. In groups, discuss whether these two aims can co-exist and what can be done to lessen the negative impact of tourism.



Case studies

The National Trust



THE NATIONAL TRUST

The National Trust is a huge organisation – it owns more than 700 miles (1,125 kilometres) of coastline including the Giant's Causeway in Antrim, Northern Ireland, and the White Cliffs of Dover in Kent. It has 3.4 million members and owns hundreds of historic houses.

The National Trust's core purpose is 'to look after special places for ever, for everyone'. There are National Trust properties all over England, Wales and Northern Ireland, and there is an equivalent organisation in Scotland (NT Scotland). It is a charity and is therefore dependent on membership fees, entry fees and donations to carry on its work.

- 1** Look at the National Trust website and find three national properties, one in England, one in Wales and one in Scotland. A link to this website has been made available at www.heinemann.co.uk/hotlinks. Enter the express code 2196P.
- 2** Again look at the website and search for a property closest to your home. Perhaps you have been there? Discuss with a group why you might want to visit it.
- 3** What is the aim of the National Trust?
- 4** How does the National Trust raise funds?

(Logo reprinted with kind permission)



Case studies

English Heritage



ENGLISH HERITAGE

English Heritage is a public body with responsibility for all aspects of protecting and promoting the historic environment. They look after more than 400 historic properties and monuments including Stonehenge, Dover Castle and parts of Hadrian's Wall. They also act as the government's advisor on the historic environment, set standards for conservation and give grants to help other individuals and organisations. They are

partly funded by the government and partly through money raised by visitors and other supporters. You can find out more about the work of English Heritage by visiting their website, a link to which has been made available at www.heinemann.co.uk/hotlinks. Enter the express code 2196P.

(Logo reprinted with kind permission)

Museums and heritage sites

Don't think of museums as simply dusty places with things in cupboards! Many modern museums are interactive, using technology to enable special effects such as erupting volcanoes and earthquakes! There are many new museums which have been given Millennium Funding – money provided by the European and UK governments for special projects, to celebrate the millennium; these include Magna near Sheffield, as well as some of the great London museums such as the Science Museum or the Victoria and Albert Museum.

One of Shropshire's top attractions is the Ironbridge Gorge, which is known throughout the world as the birthplace of the Industrial Revolution. Today the area is far from industrial. Although the revolution started here, most of the factories are long gone and the natural beauty of the gorge has been restored. Many visitors are attracted to the Victorian-themed museums operated by the Ironbridge Gorge Museum Trust.

Wildlife parks and zoos

There are many attractions which feature animals in the UK, such as Monkeyworld in Dorset or Drusilla's Zoo in East Sussex. Many of these are also concerned about conservation and breeding, as well as just showing the animals off. Some attractions have animals living 'in the wild' in enclosures, such as Longleat Safari Park in Wiltshire. Again, many of these attractions are aimed at families but attract people of all ages, particularly because of their conservation work.

Topography

Not all attractions are man-made in towns and cities! Many places attract visitors because of their natural features, called **topography**. Topography is the shape of the ground's surface such as hills, valleys, plains and slopes.

Mountains and lakes

Some people visit mountainous areas for climbing or skiing. The Grampian Mountains in Scotland are the scene of ski-resorts such as Aviemore in the winter and are popular with mountain climbers in the summer. The Yorkshire Moors are visited because of the opportunity to go fell-walking (hiking in mountainous terrain). Even children can walk up Snowdon in Wales – and could even go up by mountain railway (funicular) if feeling tired!

One of the most visited attractions in the UK are the cruises on Lake Windermere in the Lake District. Not surprisingly this area is known for its lakes – and mountains.



Activity

Using the Star UK website (a link to this website has been made available at www.heinemann.co.uk/hotlinks). Enter the express code 2196P), which provides statistics on tourism in the UK, look at the top museums and the number of visitors they attract. Draw a graph comparing the top ten museums.



■ Tourists enjoying the sunshine, both on land and on the water, at Ullswater in the Lake District

Beaches and rivers

Some areas of the UK are known for their beaches. Blackpool has miles of sand and Holkum beach in Norfolk was used in a film called *The Piano* as an unspoilt area.

Many people like to holiday on rivers as well – boating up the Thames or the Grand Union canal system can be a relaxing holiday. The Norfolk Broads has a whole industry based on the rivers and waterways of East Anglia. Boats of all shapes and sizes can be hired by individuals or large parties.



Talking point

Look at a map of inland waterways and rivers in the UK. In groups, investigate one of the waterways and find out what activities you can do there. Present your findings to the rest of the group.



Activity

Visit the *Hoseasons* website, a link to which has been made available at www.heinemann.co.uk/hotlinks (enter the express code 2196P), or your local travel agent for a brochure or information on boating holidays in the UK.

- 1 Name three areas of the UK where you could take a boating holiday.
- 2 What types of boat could you travel in?
- 3 Why do you think people enjoy waterway holidays?



Case studies

Hoseasons

The screenshot shows the Hoseasons website interface. At the top, there's a navigation bar with the logo and tagline 'Your freedom - your choice'. Below it, a search bar asks 'What are you looking for?' with a 'Find it' button and a link to 'How to use the Keyword Search'. The main heading is 'Hoseasons Boating Holidays in the UK' with an 'Information Pages' dropdown. A promotional banner offers to 'Win a £1000 holiday' with a form for 'Your Email Address' and a 'Sign me up!' button. A navigation menu includes 'Home', 'Request a brochure', 'My booking details', 'About us', 'Travel Agents', 'Contact us', and 'Advertise through us'. The main content area features a 'Find a UK boating holiday' section with a 'Search by brochure code' field, a 'FREE e-mail update service' for the latest news and offers, and a list of holiday categories: 'Holiday Lodges and Parks in the UK', 'Holiday Cottages in the UK', 'Holiday Lodges and Parks in Europe', 'Villas with pools in Europe', 'Boating Holidays in Europe', and 'Holidays in Ireland'. A 'Quick Search' section allows users to select holiday type, location, number of people, start date (Apr '06), and number of nights, with 'Reset' and 'Search' buttons. Below this, there are sections for 'Romantic Breaks' and 'Special Offers'. A featured article titled 'Explore the beauty of Britain's waterways' describes the freedom of boating holidays. At the bottom left, the Hoseasons logo and tagline are repeated.

■ Information from the Hoseasons website (Source: Reprinted with the kind permission of Hoseason Holidays)

Facilities

If you decide you want to visit somewhere in the UK, you are going to need somewhere to stay!

Types of accommodation available

Many tourist destinations provide a variety of accommodation, from bed-and-breakfast places, which might be in a private house, to a large hotel with a variety of bars and restaurants. Many families in particular may want to have the freedom of self-catering and there may be a range of opportunities from converted farmhouses to lighthouses and stables.

- Some people prefer self-catering because of the freedom it allows in terms of meal times – and children particularly may be happier eating familiar food. Self-catering also tends to be cheaper than hotel accommodation initially, although some self-catering is very luxurious.



Over to you

Don't forget that whatever a customer wants, someone, somewhere usually provides it – at a price!



Over to you

- 1 What is the highest star rating for accommodation?
- 2 What could you expect to find in a one-star hotel?

- Bed and breakfast is often good value for money and particularly suitable for people who are only staying a short time or are touring.
- Hotels usually have many more leisure facilities and encourage guests to use their bars and restaurants. Hotels can range from inexpensive to luxurious accommodation at city or 'country house' hotels.

Rating tourist accommodation

It is very easy to assess the level of quality and service you can expect from hotels and other guest accommodation using the five-star rating system (see below).

Star rating	What it means
★	Acceptable overall level of quality; adequate provision of furniture, furnishings and fittings. One-star hotels tend to be smaller, privately-owned properties. Accommodation is simple and practical with limited facilities and services.
★ ★	Two-star hotels tend to be small, privately-owned properties, including resort hotels, inns and small commercial hotels. Accommodation offers a good degree of space and convenience. Décor and furnishings may be simple but are well maintained. All bedrooms will have en-suite or private facilities.
★ ★ ★	A more formal style of hotel, likely to be larger than one- and two-star hotels, with a greater range of facilities and services. Bedroom accommodation will be spacious and designed for comfort and convenient use, including colour television, telephones, radios and desk/dressing table areas. Public areas will include lounge seating, a restaurant and bar.
★ ★ ★ ★	More formal service is expected at this level. Accommodation is of a very high standard, offering a wide range of facilities and services. All bedrooms will be designed and furnished for comfort and ease of use, with very good-quality furniture, beds and soft furnishings. All rooms will have en-suite bath and shower facilities. Service will reflect attention to detail and quality. There must be a formal reception and porters' desks with uniformed staff offering a proactive style of service. The restaurant will be open for lunch and dinner seven days per week.
★ ★ ★ ★ ★	Accommodation must be of luxury quality with services to match. There will be spacious bedroom suites and public areas, and a selection of catering options all offering cuisine and service of the highest international quality. An extensive range of facilities will include leisure, retail and conference services. Highly trained and professional staff provide exceptional levels of anticipatory service.

Other facilities

- Camping and caravanning may be available in local fields or in well-organised caravan parks, with a variety of facilities.
- Some areas may have excellent sport and leisure facilities – sailing or bowling, tennis or cycling could all encourage visitors who are looking for something to do at their destination.
- Other people may be content to head for the shops – cities will have a huge selection, whilst there are also out-of-town areas such as the MetroCentre in Gateshead or the Outlet Centre in Swindon.



Talking point

In groups, discuss what type of accommodation is available in your area. What services do these offer to guests?



Case studies

- Website for the MetroCentre in Gateshead (Source: Reprinted with kind permission)

Look at the information about the MetroCentre above and visit their website (a link to this website has been made available at www.heinemann.co.uk/hotlinks. Enter the express code 2196P).

- 1 Who do you think is MetroCentre's main client group?
- 2 What facilities are there as well as the shops? How do these encourage a range of clients?

Arts, entertainment and sightseeing

Arts and entertainment

Arts and entertainment can bring in visitors from all over the UK and from many other countries. Think of the Glastonbury music festival (usually noted for its mud!) or the Edinburgh Festival where established acts perform alongside the 'fringe' acts.

London is known worldwide for its theatre district and has world-renowned shows and film premieres. Many UK towns and cities have their own programmes of events, some even have festivals dedicated to art or music or literature, such as the Cheltenham Literature Festival. Glasgow is host to the T-Music Festival each year while other towns may host small niche festivals dedicated to classical music, crafts or literature.



Over to you

Have you visited a large shopping and leisure centre? What did you do there?



Case studies

Liverpool Empire Theatre

The Liverpool Empire Theatre is the largest two-tier theatre in the country and hosts a variety of shows. Located close to the main train station and opposite the impressive St George's Hall, this is one of the city's oldest theatres. A mixed variety of shows include musicals, touring ballet companies and major productions such as *Blood Brothers* and *West Side Story*. It is also the main venue for international and mainstream rock and pop acts. The plush interior is well maintained

and a licensed bar is available on the premises. Booking can be made in person, by phone, online or by post.

- 1** How can you make bookings at the Empire Theatre?
- 2** Look at a website such as ticketmaster's (a link to this website has been made available at www.heinemann.co.uk/hotlinks. Enter the express code 2196P). What events are happening at the theatre in the next month?



Activity

In pairs, choose a local town or city. Research the theatres, art galleries, exhibitions and local events available. Describe the three top attractions in that location for the next month.

Sightseeing

When you have reached your destination, there are many ways you can get to know it better.

- In many towns and country areas, there are often guided walks led by authorised 'Blue Badge' guides or countryside rangers. These can be very informative and may happen all year round at different times, enabling tourists to see different aspects of an area or location.
- A popular activity is to go on a 'ghost walk' during which visitors are taken on a walk through dark areas of the city as ghostly tales are told (this is often led by someone in a black cloak and a large hat!).
- Another way of seeing a destination is to go on a sightseeing boat trip – many towns and cities next to rivers include such trips, including London, where multilingual commentaries are available.
- Many resorts also have land trains or mini-trains available, often with commentaries, so that tourists can see the sights from the relative comfort of an open-air seat. For example, you can see the grounds of Blenheim Palace in Oxfordshire from its mini railway, and Bournemouth, Weymouth and Swansea are all resorts that operate land trains along the coast.



■ A land train



In summary

- There are different kinds of visitor, and each of them will have different reasons to choose the UK as their holiday destination.
- Types of visitor to the UK are both domestic and overseas visitors and include families, retired people, young people and people with special needs.
- Popular examples of visitor attractions in the UK are museums and heritage sites, theme parks, wildlife parks and zoos, beaches and National Parks.
- Many tourist destinations provide a variety of accommodation, from bed and breakfast to large hotels and self-catering apartments.
- Other facilities for tourists to the UK include camping and caravanning, sport and leisure facilities, and shopping centres.
- Activities for UK tourists include various forms of arts and entertainment, such as theatre and music festivals, and sightseeing tours.

Transport links

All of the transport systems in the UK (road, rail and sea and airport links) allow visitors to travel easily from one area to another (traffic jams permitting!). There is no use in having wonderful tourist destinations if people can't get there!

Road

Of course, it is important that visitors to the UK are able to get to their destination. Many domestic visitors travel by car, as it is the most convenient, if sometimes frustrating, way to travel. There is a network of motorways throughout the UK, serving many of the main resort areas.



Activity

- 1 You need to travel from Birmingham to Penzance. Which roads would you need to travel on?
- 2 You want to travel from Edinburgh to Folkestone – on which roads would you travel?



■ UK road network

Rail

There is also a network of rail routes, often using London and other cities as main hubs. Trains can be a quick and, if booked in advance, a good-value way of travelling.



■ Intercity railway network of the UK

Sea links

Most of the coastal regions are easily accessible by the rest of Europe and many have special deals advertised abroad. You will see that the motorway system links well with the ports. (For a map of ports and sea links with other countries, see page 103.)

Airport links

Look again at the road and rail maps – you will see that these also link to the airports and major cities. (For a map of airports in the UK, see page 102.)



Practice assessment activity

Levels P2/M1/D1

1 Choose three different tourist destinations. These must include a town or city, one seaside resort and one coastal or countryside area (check with your tutor that the chosen destinations are suitable). Describe the appeal of each of these destinations to at least two different types of visitors in terms of:

- attractions
- topography
- customer services
- facilities
- arts and entertainment
- sightseeing
- transport links.

P You may produce a tourist brochure for each destination. (P2) ✓

M **2** For the same three destinations, analyse the appeal of each destination for different types of visitors (families, young people, retired people, inbound tourists and people with special needs). Indicate the extent to which the destinations meet the needs of each visitor type. (M1) ✓ ✓

D **3** For one of the three destinations you have chosen, recommend ways in which this destination could widen its appeal for different types of visitors. Give reasons for your recommendations. Include as much detail as possible. Write a letter to the tourist committee at the local council giving this information. (D1) ✓ ✓ ✓

3.3 Know how to use sources of information to find out destination and travel information

This section covers:

- sources of travel and destination information.

Sources of travel and destination information

Planning journey routes

In order to be able to provide information about the journey route to a UK travel destination, you will need to know how to obtain and read timetables and maps, etc. Maps can be useful – most car drivers will have a set of road maps in the car. You could also use an atlas, particularly a Travel Atlas, which has specific transport maps.

The Internet can be a useful source of information – use search engines, such as Google™, if you are not sure of the website address. The advantage of using the Internet is that the information will be up to

- Multimap™ is an Internet site that can help with route planning (Source: Reprinted with kind permission)

date, although it may sometimes be difficult to obtain. Internet sites such as Streetmap™ or Multimap™ will also help in route planning. Links to these websites have been made available at www.heinemann.co.uk/hotlinks. Enter the express code 2196P.



Activity

Find and use two different sources of information for the following journeys (make sure you make a note of the publication or website address):

- Birmingham to York
- London to Penzance
- Edinburgh to Ayr.

List the distance and route by road, rail and coach for each journey.

Destination information

A great deal of information is available on different UK destinations – after all, they need to market themselves to their visitors! Some sources of information include:

- VisitBritain, the official tourist office for those visiting Britain, funded by the Department of Culture, Media and Sport (a link to this website has been made available at www.heinemann.co.uk/hotlinks by entering the express code 2196P)
- Tourist Information Centres (local ones will probably have information on the whole of the UK)
- holiday brochures
- TV programmes about holidays in the UK (such as *Holiday* and *Wish you were here*)
- regional websites, for example, Tourism South East, or town and borough council websites, such as Devon County Council (links to these websites have been made available at www.heinemann.co.uk/hotlinks by entering the express code 2196P)
- guide books, for example, *The Rough Guide to England* or *Peak District (Ordnance Survey/AA Leisure Guides)*
- promotional videos, leaflets and newspaper travel supplements
- trade journals, for example, *Travel Trade Gazette*
- libraries and other educational resources.



Practice assessment activity

Levels P3/M2

P 1 You have been asked to plan three journeys for a businessman travelling alone and a family of three with a small baby. The journeys are:

- London to Aberdeen by air
- Penzance to Birmingham by rail
- Glasgow to London by coach.

All the journeys are for day time only and during the week. How long will each journey take? Make sure you use at least three different types of information sources and reference them. Keep detailed records of how you found this information. (P3)

M 2 Research the journeys and present your results to your customer. Describe where this information came from and give full details of all aspects of this journey. Provide a detailed schedule of times, dates and costs. (M2)



3.4 Plan holidays in the UK to meet specific customer needs

This section covers:

- customer needs
- mode of travel
- accommodation
- things to do.

Now you will be able to bring together all you have learnt so far, to give advice and information based on your own knowledge!

Customer needs

Remember, you have already looked at different kinds of visitors and considered what their needs might be (see the table below and also pages 58–65).



Talking point

In groups, discuss and produce one side of flip chart paper for each client type. The sheet should include your ideas on what each client group might need.

Type of visitor	Possible needs
Families	<ul style="list-style-type: none"> ■ Early suppers ■ Accommodation with cots/high chairs ■ Access to a crèche ■ Activities in the area suitable for children ■ Easy parking
Young people	<ul style="list-style-type: none"> ■ The opportunity to meet others ■ Inexpensive food and drink ■ Entertainment ■ Outdoor activities ■ Cheap travel
Retired people	<ul style="list-style-type: none"> ■ Easy access and transport ■ Appropriate activities ■ Cultural activities ■ Good restaurants and food
Incoming visitors	<ul style="list-style-type: none"> ■ Guides ■ Translations ■ Emergency contact numbers
People with special needs	<ul style="list-style-type: none"> ■ Easy access to facilities ■ Appropriate information sources ■ Appropriate facilities

Duration of holiday

- Some people are 'time poor/cash rich' – this means they may prefer to take a short weekend break in a good hotel instead of, or as well as, a longer holiday.
- Some self-catering or holiday centres will only offer long weekend or mid-week breaks (although they can be joined together!); this may sometimes be with a special theme such as 'The Sixties', 'Chocolate Heaven Weekend' or 'Murder Mystery'.
- Other people will want to take a traditional one- or two-week break, particularly in the summer.

Chocolate Heaven Weekend

Menu

Chocolate and chive curry soup

Fish in a dark chocolate sauce

Beef Wellington in chocolate pastry

Death by chocolate

Coffee and chocolate mints

Type of destination

Don't forget the UK can offer every type of destination, from lively (Blackpool, Brighton, London) to quiet (Cotswolds, Wales, National Parks). There are fashionable venues (London, Edinburgh, particularly during the Festival) as well as the traditional type of seaside town (Scarborough, Hunstanton).

Location

Again, you have looked at a variety of these (see pages 93–110) and you have researched a number of different destinations.

Mode of travel

People decide on different transport methods for a number of reasons – these could be convenience, price, time taken, reliability or frequency. In general, the points listed in the chart on the following page may apply.



Over to you

Look at some of the information you have gathered on different types of tourist destinations in the UK and remind yourself of the variety.



Key points

- Each method of travelling in the UK has different advantages and disadvantages.
- Customers will make their own decisions about how to travel taking into account the convenience, speed, reliability, frequency and cost of each method.

	Convenient	Fast	Reliable	Frequent	Cost
Air travel	No – airports are usually some distance from the destination	Yes, though subject to cancellations and delays	Yes – except for busy periods	Sometimes	Expensive if many people are travelling, except for budget airlines
Rail	Depends if a train station is near the destination	Yes, though subject to cancellations and delays	Usually	Yes	Can be expensive if many people travelling; cheaper if booked in advance
Coach	Extensive network	No – takes longer than car journeys	Yes	At times	Relatively cheap
Self-drive	Very convenient	Can be if door-to-door, but traffic jams can delay	Yes	On demand	Can be good value if several people in the car



Activity

Divide into groups of three or four. Each group should research a suitable holiday for one of the following groups:

- a family with three children under the age of 10 years
- two retired couples who are still fit and active
- two teenage boys on their first visit to the UK from Germany.

For the customer, identify the following details:

- type of customer
- destination chosen, type of destination and location
- type of accommodation, price and contact details, reason for accommodation choice
- duration of trip
- transport information and cost
- facilities
- entertainments, activities and attractions.



Talking point

In pairs, write down as many types of holiday accommodation as you can. Include as much variety as you can – caravans, motor caravans, cottages, farms, etc. Try to be creative!

Accommodation

Your customers may want anything from self-catering to 5-star hotels. Each person will have their own requirements, perhaps a luxury spa break or a cheap bed and breakfast. Some places may not be suitable for children, whilst others may have limited appeal to an older generation looking for a quiet break.

Things to do

You have looked at the range of entertainments, activities, attractions and facilities available at UK holiday destinations earlier in this unit (see pages 93–115). It is important to be clear about the types of activities and attractions your clients are looking for and to give them a range of options, with clear information about location, price and times of opening.



Key points

When giving customers information about their accommodation, don't forget that they will need to know:

- contact details
- how to reach the accommodation
- what is included in the price.



In summary

- The UK has a huge range of different travel destinations – capital cities, seaside resorts, historical towns, and countryside and coastal areas.
- Airports and seaports are important to both domestic and incoming tourists. Airports have an international 3-letter code allocated to them.
- Each destination appeals to various customers for different reasons.
- Information on these destinations can be found from a whole range of sources, both paper and electronic.
- All this information can be used to plan holidays for different customer types.



Test your knowledge

- 1 Name the capital cities of each of the UK's countries.
- 2 Name four types of attractions a city is likely to contain.
- 3 How do some UK seaside resorts encourage visitors despite the climate?
- 4 Name four ferry ports in the UK.
- 5 List London's airports.
- 6 What are the main aims of the National Trust?
- 7 Name six National Parks in the UK.
- 8 Name three of the UK's mountain ranges.
- 9 List six activities tourists can do in the UK countryside.
- 10 How are hotels rated?



Practice assessment activity

Levels P4/M3/D2

Read the following customer information.

Customer 1

Mr and Mrs J. McDonald want to go for a weekend in London, so that they can go to the theatre to see a musical. They would like to stay in a mid-range hotel within walking distance of the Theatre District for two nights. Mrs McDonald wants to be able to go shopping as well. The McDonalds live in Bedford, and want a convenient way of getting to London but are concerned about driving in the capital. They want to travel in February as it is Mrs McDonald's birthday, and they have recently retired.

Customer 2

The Hussein family want to spend a week by the sea. They live in Leeds, have a dog and want to have a self-catering house on the Yorkshire coast. They want to travel in the second week in August, on Saturday. They need to be able to travel together, and have a lot of luggage (as well as the dog!).

In case the weather is bad, they want to know what suitable attractions and leisure pursuits are available. They do not have a lot of money to spare and would want good value for money.

Customer 3

Four young men want to have a holiday after completing their A-levels. They want to go for a week, preferably all-inclusive, where they can meet a lot of other young people and have fun. They do not drive and don't have a lot of money to spare. They don't mind where they go in the UK, and live in London.

- P** 1 Complete the form below for the three customers described above. You will need to research all the information, carefully noting the sources of this information on a separate sheet. (P4) ✓
- M** 2 Give reasons why you selected the accommodation named, and why the selected method of transport was chosen. Reasons should be given in terms of relative cost, timings, comfort, convenience and frequency. (M3) ✓ ✓
- D** 3 Make further recommendations as to how any of the holiday arrangements could be adapted to meet the needs of different types of customer, taking into account different preferences for transport, accommodation, leisure interests and activities. (D2) ✓ ✓ ✓

Practice assessment activity continued

Consultant name:		
Customer name:		
Destination suggested:		
Accommodation suggested:		
Cost of accommodation:		
Facilities:		
Location:	Contact details:	
Form of transport suggested:		
Transport details:		
Outward departure date/time:		
Arrival time (approximately):		
Return departure date/time:		
Arrival time (approximately):		
Cost of transport:		
Local facilities/attractions:	Other information:	
Reasons for choosing accommodation:		
Reasons for choosing transport method:		

**On the back of this form, to achieve D2, you will need to add your recommendations for adapting these holidays for different customer needs.*

