

THE UK TRAVEL & TOURISM INDUSTRY

Welcome Back!

Welcome back!



- ✓ Unit 1 – UK Travel & Tourism Industry
- ✓ Understand the concepts of travel & tourism
- ✓ Know the roles and relationships of organisations
- ✓ Understand development of the industry
- ✓ Impact of legislation on T&T industry

Learning Objectives



- Define travel and tourism
- Identify different types of tourism
- Identify reasons why people travel

What is travel?

- In pairs, come up with a definition for travel
- Travel – the movement of people from one place to another using different types of transport – by air, rail, road or sea

What is tourism?

- In pairs, come up with a definition for tourism
- Difficult to come up with one definition!
- The World Tourism Organisation (WTO) defines tourism as:
'...the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business or other purposes'.
- Tourism – the provision of services to tourists

What is travel? What is tourism?

- Travel – the movement of people from one place to another using different types of transport
- Tourism – the provision of services to tourists
- Everything that tourists do while they are away is considered part of the travel and tourism industry.

People who travel

- All types of travellers engaged in tourism are described as visitors.
- Visitors can be distinguished as:
 - Tourists: visitors who stay away from home for at least 24 hours
 - Day visitors: visitors who do not stay overnight

Are all tourists the same?

Different types of tourism?

- Inbound tourists
- Outbound tourists
- Domestic tourists



Inbound tourists

Those coming
into to visit a country
which is not their
country of residence



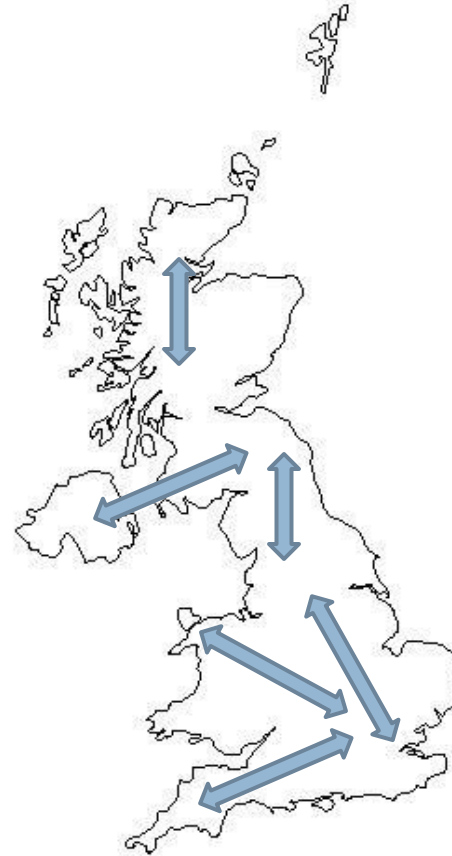
Outbound tourists

Outbound
tourism –
undertaken by
visitors
travelling
outside their
own country



Domestic Tourists?

- Domestic tourists
- Visitors travelling within their own country for tourism purposes.



Why do people travel?



- Leisure
- Business
- Visiting friends or relatives (VFR)
- Health
- Education
- Sport

Task 1

- Create a mind map or spider diagram to describe and show the main reasons (at least 10) why people travel.
- Remember to explain each reason and give an example for each!
- Remember to include the following:
Domestic tourism; outbound tourism; inbound tourism; leisure; business; visiting friends and relatives

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