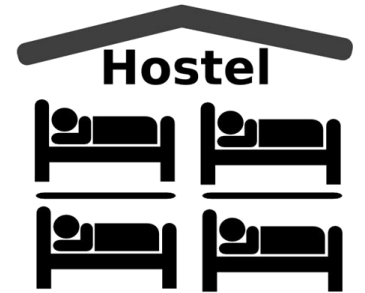


Component 1

Organisations & Destinations































FIRST CHOICE

Travel & Tourism Knowledge Organiser



Picture Glossary

ACCOMODATION	TRANSPORT	ATTRACTIONS/FEATURES	
		Purpose Built (humans built/made it)	Natural (exists in nature)
hotel 	air travel 	theatre 	forest 
bed & breakfast 	ferry 	cinema 	lakes 
hostel 	cruise 	zoo 	mountains 
camping 	coach 	museum 	National Parks 
tourer 	bus 	restaurant 	canyon 
private rental E.g. Air BNB 	private car hire 	park 	waterfalls 
home swap 	self propelled 	skate park 	caves 

Accommodation - where you will stay / sleep.

Transport - how you will get there or how you will get around when you've arrived.

Attractions - things, places or events that attract people to go somewhere.

Features - a distinctive, stand out part of a place that makes people want to visit.

Purpose Built - designed and built by humans.

Natural - exists in nature.

Organisations

	What do they do?	Example
Tour Operators	Creates and plans package holidays. Not much flexibility. Less planning involved.	
Travel Agents	Personalised service and can help with booking airfare and hotels separately.	
Accommodation Providers	See page 1.	
Visitor Attractions	See page 1.	
Tourism Promotion	Organisations that exist to promote and increase the tourism of a particular country or city. See also, table on the right.	
Transport Operators	See page 1 & 3	
Ancillary Services also see pg3	<ul style="list-style-type: none"> Foreign exchange - changes your money into other currencies. Event Ticket sales. Car hire. Travel Insurance. Lounge access in airports. Airport/hotel parking. Passport/visa services. 	

Tourism Promotion Types

Type of organisation	Description	Example
Visitor information centres (VICs)	These centres are often located in key locations in many towns and cities. Their key role is to provide support, advice and guidance to visiting tourists. They often provide a range of key services such as directions, hotel bookings, ticket sales for shows, tours and events. VICs also offer brochures and leaflets on tourist attractions and a range of products such as souvenirs, merchandise and gifts, maps and guides.	Located in the old railway station, the Morecambe Visitor Information Centre offers local information for tourists, an accommodation booking service and gifts and souvenirs. http://exploremorecambebay.org.uk/visitor-info/vics/
Regional tourism agencies	Certain areas may also have a regional tourism promotion agency whose aim is to attract more visitors to a specific region, county or geographical area. Regional agencies often manage websites and online promotional campaigns to attract domestic and inbound tourists to their area for leisure and business tourism.	The South West Tourism Alliance is an umbrella organisation run by the private sector but including both private and public sector organisations, to promote tourism in the south-west of England. www.swtourismalliance.org.uk
National tourist boards	National tourist boards have a key role in promoting tourism for a whole country. They manage different promotional and marketing campaigns and activities to attract more inbound visitors. They help to raise the awareness and profile of a country and increase the money generated by tourism.	VisitBritain is the national tourist board for Great Britain. Funded by the UK government, it promotes Britain as a tourism destination overseas, to encourage more inbound tourists to visit, spend money and grow the British tourism industry. www.visitbritain.org



Ancillary Services

Attraction and event tickets

Many tourists want to be entertained and do something fun while on holiday. To ensure tickets for attractions are available, it is a good idea for customers to book these in advance. Travel and tourism providers often work with visitor attractions and event organisers to offer promotional deals and discounts if tickets are purchased early. These advance sales help attractions to raise revenue, as well as relieve pressure on ticket offices and staff on the day.

Airport hotels, parking and lounge access

For customers catching a flight early in the morning, a useful ancillary service is airport hotel accommodation with parking. This allows customers to travel the night before to avoid possible delays. Customers can park their car at the hotel for the duration of their holiday and take a shuttle bus to the airport terminal in the morning. Travellers can also purchase access to an airport lounge, where they can have refreshments and relax in comfortable surroundings, or find a space to work if travelling on business.

Passport and visa services

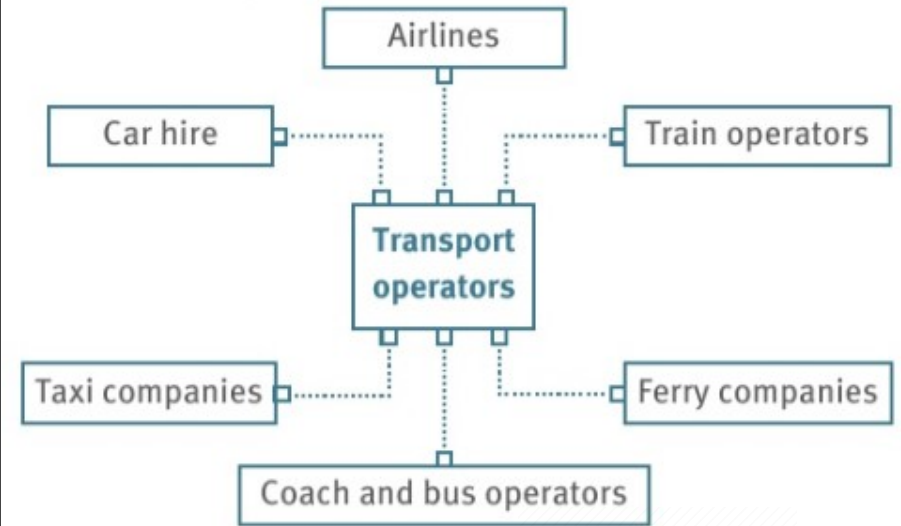
Customers travelling to certain destinations may need to apply for specific types of **visa** for tourism or business. The application process can be complex and time-consuming, so customers may prefer to use a passport and visa company to help manage their application. Providers can speed up the visa application process by processing all the required documentation.

KEY TERM

Visas are official documents, stamps or endorsements that allow a traveller to enter or leave a particular country as long as they meet specific conditions.



Transport Operators



KEY TERMS

A **terminal** is a location where transport journeys start or end, for example, Liverpool Lime Street Station.

A **gateway** is a place where visitors enter or exit the UK and continue their journey, for example, a large international airport, such as London Heathrow, or seaport, such as the Port of Dover. Travellers often change from one mode of transport to another at the gateway.

En-suite describes a type of accommodation with its own connected private bathroom. For example, many ferry or cruise ship cabins are en-suite.



Ownership

Public sector

Travel and tourism organisations in the public sector are funded and owned by central, regional and local governments. Often the main aim and objective of public sector organisations is to provide a valuable service to customers and users. This could be to offer advice and support, to educate and inform, to raise awareness or to monitor and control. In this way, public sector organisations often make an important contribution to their local community. Increasingly, public sector organisations in the travel and tourism sector also have an objective to raise funds and revenue from the sale of products and services, to ensure that they can continue to provide a good level of service.

Public sector organisations often include visitor information centres and tourist boards, which are funded by local councils and authorities as well as through the sale of products and services, such as souvenirs and tickets. Information centres and tourist boards aim to promote their local or regional area, providing information and support to visitors to encourage them to visit and spend money in local hotels, shops and restaurants, creating jobs and generating income for the local area.

As well as visitor centres, some visitor attractions such as museums, galleries and parks are often publicly owned and controlled. Their main aim is to provide facilities for recreation and education. Some transport providers may also be publicly owned, monitored and controlled, to provide a convenient, safe service to local people, for example, bus companies.

Voluntary sector

Voluntary organisations are independent organisations, owned and run by **trustees**. They are usually funded by grants, membership donations, fundraising, **legacies** and sometimes through the sale of products and services, such as tickets, food, drink and merchandise.

VOLUNTARY



Private sector organisations

Travel and tourism organisations in the private sector are owned or controlled by private individuals, or by shareholders for limited companies. Ownership of a limited company is divided into shares. An owner of one or more of these shares is called a shareholder.

There are two types of limited company: a private limited company (Ltd) and a public limited company (plc). Public limited company shares can be traded on the stock market to any member of the public. Private limited company shares cannot.

Private sector organisations include travel agencies, accommodation providers, many visitor attractions and transport providers (Table 1.6). The main aim and objective of private sector organisations is to make a profit by selling their products and services to tourists and travellers. To achieve this, they must maximise their sales revenue and continually try to increase their market share. The private sector can be very competitive and organisations need to ensure that their products and services continue to attract new and repeat customers. Private sector organisations make an important contribution to the UK economy through taxation and by providing a range of employment opportunities.

KEY TERMS

A **trustee** is a responsible individual with the authority to manage how a voluntary organisation is run.

Legacy is a gift or donation, usually of money or property, when someone dies.



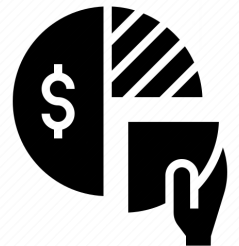
LEGACY



Trustees

KEY TERM

Market share is the proportion of sales that a business has in a particular market.

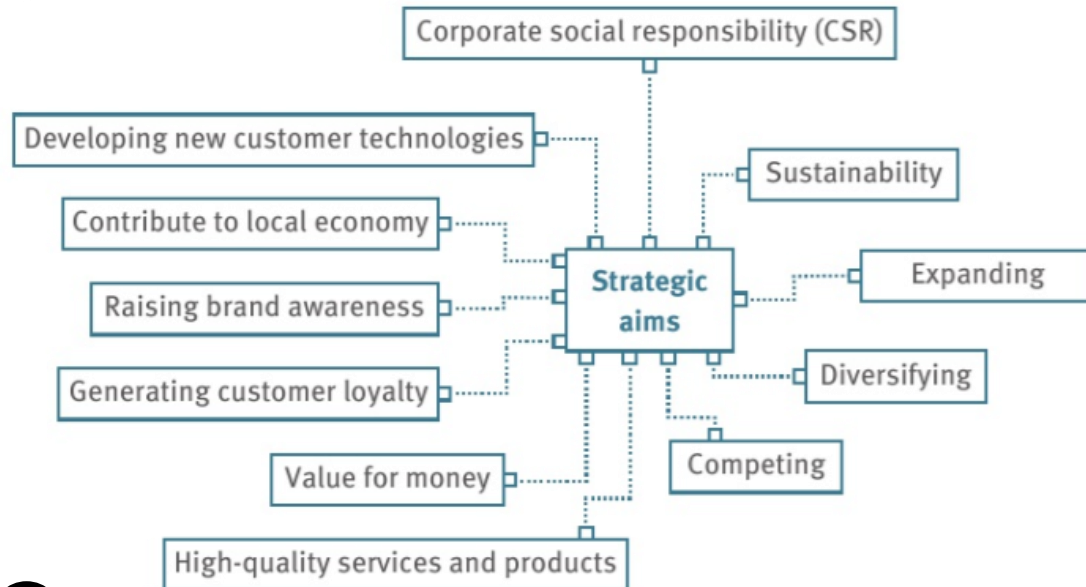


Aims

FINANCIAL

- Selling of goods and services to make a profit.
- Increasing sales and maximising sales revenue.
- Increasing market share.
- Reducing losses
- Breaking even.
- Controlling costs
- Managing assets

STRATEGIC



Random Facts

KEY TERM

Screen tourism is a type of tourism where people visit destinations and locations made popular in films and television series.

DID YOU KNOW?

Wembley Stadium has 90,000 seats with no obstructed views. The rows of seating, if placed end to end, would stretch 54 kilometres.

KEY TERM

World Heritage Sites are landmarks or areas selected by the United Nations Educational, Scientific and Cultural Organization (UNESCO) as having significance (cultural, historical or scientific) and are legally protected by international treaties.

DID YOU KNOW?

The Blue Flag award scheme recognises beaches that meet four criteria: water quality; environmental awareness and information; environmental management and safety; and services. For more information on the programme, visit: www.blueflag.global

KEY TERM

Revenue is the amount of money an organisation receives from selling its products and services.

DID YOU KNOW?

The UK has 46 Areas of Outstanding Natural Beauty, known as AONBs, which aim to conserve and enhance the natural beauty of the UK's countryside areas. For more information, please see: www.landscapesforlife.org.uk.

KEY TERMS

Tourism is the movement of people to countries or places outside their usual place of residence for personal or business/professional purposes.

DID YOU KNOW?

The Kumbh Mela religious festival in India is often regarded as the world's largest gathering of people, attracting over 100 million pilgrims.

Corporate Social Responsibility



We all love going on holidays and taking day trips but is the travel and tourism sector good for everyone? The impacts of tourism may not always be positive and travel and tourism organisations, like any business, have a responsibility to ensure that their activities are carried out in a fair and sustainable way.

Contributing to the local community

As well as achieving their financial aims, many organisations in the travel and tourism sector wish to make a positive contribution to their local communities. This could involve supporting local projects financially through sponsorship or grants or setting up charities to help specific groups. Organisations may have specific strategic aims not just to make money but to give something back to the communities where they work and operate.

Avanti West Coast Trains has a number of initiatives to try to make a positive contribution to the communities it works in, such as Community Champions at every station, who work with local charities and community groups. For more information, go to: www.avantiwestcoast.co.uk/about-us/sustainability/community-hub.

British Airways operates a number of projects to help make a positive contribution. Its Flying Start programme is a global charity partnership with Comic Relief, which aims to raise money to help children living tough lives in the UK and around the world. Since the partnership began in 2010, British Airways customers and colleagues have raised over £26 million.



- Fair
- Ethical
- Sustainable

Sustainability

Tourism provides a lot of fun and entertainment for visitors, travellers and tourists but there can be a cost, often to the environment. For example, large numbers of people travelling to a national park or visitor attraction can cause delays, noise and pollution. Hundreds, or even thousands, of people visiting natural attractions, such as parks and lakes, can cause congestion and erosion of footpaths.

Large tourism organisations can use significant amounts of power and water, putting a strain on natural resources and creating tons of waste to dispose of. Many travel and tourism organisations have a strategic aim to operate more sustainably, reducing the negative impact that their business has on the natural environment.



■ Water at the SEA LIFE London Aquarium is reused as part of water conservation.

- using renewable technologies
- reducing carbon emissions
- providing more opportunities for recycling
- reusing resources where possible.

Consumer Technology

KEY TERMS

Artificial intelligence is the ability of a computer, or computer-controlled device, to complete a task that would usually require human decision-making or problem-solving.

The **Internet of Things** is a set of physical objects that use software to connect together over the internet.

Near field communication (NFC) is a wireless connectivity technology that allows different devices to communicate with each other.



Apps	Applications
VR	Voice Recognition
AI	Artificial Intelligence
IoT	Internet of Things
GPS	Global Positioning Systems
VI & AI	Virtual and Augmented Reality

KEY TERMS

Virtual reality is a fully immersive, computer-generated, three-dimensional simulated environment.

Augmented reality is where a computer device provides digital information integrated with the real world.

KEY TERM

Cloud services describe an online network of interconnected servers and databases hosted on the internet.



Websites
Peer to peer
Touch Screens
Advanced booking Systems
Animatronics
Webcams
Intelligent Keys

WHY DO COMPANIES OFFER CONSUMER TECH?

Reason	Justification
Reach a wider audience	The use of consumer technologies can help organisations to reach a much wider audience. For example, websites, apps and advanced booking systems allow tourists to carry out their research and book their tickets at a time to suit them, from anywhere in the world. They don't need to visit or speak to an agent to confirm their travel arrangements.
Attract a new target market	The use of different technologies may help to attract different types of customer. For example, a museum that invests in animatronics to help visitors interpret their exhibits might start to appeal to families with young children, who might get bored with simple information boards.
Procedure efficiency	Consumer technologies can help organisations to be more efficient, enhancing the customer experience and saving time and money. For example, airlines encourage passengers to check in online, entering their passport details in advance. At the airport, passengers can use automated bag drop counters to print their own baggage labels and check in their bags.
Improve customer satisfaction	Where consumer technologies work well, they have the potential to significantly improve the customer experience and levels of satisfaction. For example, the ability to choose a specific seat while booking an online train or coach ticket means customers can make a choice that suits their needs and preferences.
Offer new experiences	Consumer technologies can help to provide customers with something new, innovative and exciting to encourage new and repeat bookings. For example, at THORPE PARK Resort, the ghost train incorporates virtual reality, motion simulation and illusions to provide a new experience for visitors.
Market research	Travel and tourism organisations can use technologies to collect valuable consumer feedback, which can be used to improve the standard of products and services. For example, customers passing through airports and attractions may find automated feedback terminals where they can quickly and easily provide feedback on their experience.
Remain competitive	Using technology can help organisations keep up with, or stay ahead of, their competitors. Those organisations that fail to harness the many benefits of technology may find their customers going elsewhere.
Cost and time saving	Consumer technologies allow many processes to be automated, saving both time and costs, such as staff wages. For example, automated ticket barriers at train stations make use of quick response (QR) code scanners and ticket readers to check the validity of travellers' tickets and allow them to enter or exit the platform. This reduces the number of staff needed to check tickets, and is especially useful during unsociable hours.

Tourism Types

Domestic tourism



Domestic tourism is when visitors and tourists take holidays within their own country. Examples of domestic tourism include the following:

- a group of college students travelling from Carlisle to Liverpool to visit the Albert Dock and the Beatles Museum
- a retired couple from Bradford taking their grandchildren to Morecambe for the weekend.

Outbound tourism



Outbound tourism is when visitors and tourists travel to a different country from their own, to visit or take a holiday. Examples of outbound tourism include the following:

- an independent traveller from Leeds travelling to Peru to walk the Inca Trail and visit Machu Picchu
- a family from Bristol flying to Turkey for a week in an all-inclusive holiday resort.

Inbound tourism



Inbound tourism is when visitors and tourists from overseas travel into a different country. Examples of inbound tourism include the following:

- a group of students from China visiting the UK to tour historic cities, such as London, Oxford, York and Edinburgh
- a couple from Italy visiting the Lake District in Cumbria, England, for a romantic long weekend.

I'm a travel agent and book lots of **outbound** tourist trips to other countries.

I live near the beach and there are always lots of **domestic** tourists on Bank Holidays.

I work in hotel in London and there were lots of **inbound** tourist guest during the coronation.

Reasons to Travel



Business tourism

Business tourism can be defined as any travel for a job or work away from the usual place of work. Business travel is usually paid for by the employer and could be for a number of reasons, for example, to attend a meeting, conference, exhibition, event, training or team-building activity. Business travel could be domestic or overseas, an example of outbound tourism. Travellers entering the UK for work purposes would be classed as inbound business travellers.

Business travellers may take advantage of business-class facilities and services, for example, on planes or trains, or when using business lounges and business centres in hotels and airports. These facilities often provide additional spaces to work and connect online. Table 1.14 provides two examples.

Travel

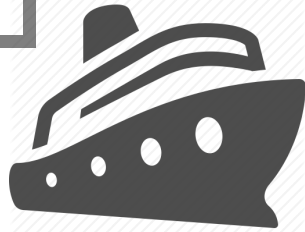
Hubs & Gateways

Airports

Bus & Coach Stations

Ferry & Cruise Terminals

Railway stations



KEY TERM

A **hub** is a central location in a transport system with a number of inbound and outbound connections that use the same mode of transport, for example, a major railway station.

Flight type	Description
Scheduled	Scheduled airlines operate flights to a timetable, which often changes between a summer and winter schedule. Flights depart at the set time regardless of the number of passengers. Popular scheduled airlines include British Airways, Virgin Atlantic and Qantas.
Budget	'Budget' or 'no-frills carriers' also operate to a scheduled timetable, but often with reduced products and services and strict terms and conditions. Budget airlines usually charge more for additional extras, such as food and drink, checked baggage and specific seat reservations. Customers who do not require optional extras often benefit from cheaper prices. Examples of popular budget airlines include Ryanair, easyJet, Jet2.com and Wizz Air.
Charter	A chartered flight is contracted specifically to transport visitors to a package holiday destination. Some large tour operators have their own charter airlines in order to offer package holiday deals. Chartered flights often depart early in the morning or late at night as the fees charged by the airport are often much cheaper at these quieter times. TUI Airways offer both scheduled and chartered flights.
Private charter	Business visitors may charter their own smaller private flight to reach a specific destination at a specific time. A private chartered flight is for the use of the booking client only. Private charters are the most expensive option but offer the most personalised service.

Meeting Needs

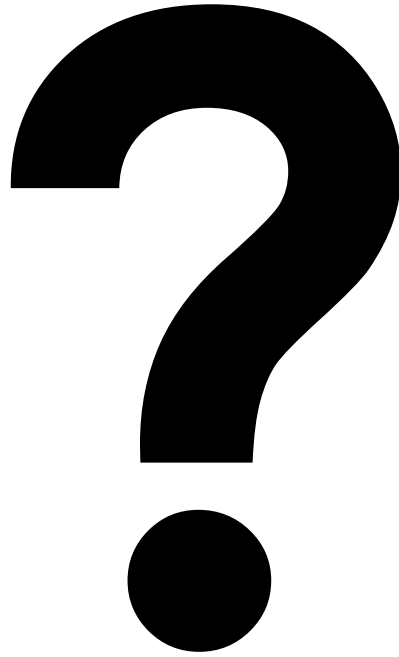
What should I think about in order to meet my visitor profile needs?



One of the key employability skills when working in the travel and tourism sector is understanding the needs of your customers and clients and matching different products and services to these specific needs. This will increase customer satisfaction levels, close the sale and provide excellent customer service. Let's explore how the different needs of visitors can be met through the selection of different travel options.

NOTES

Support in lesson page.



Use this page to let your teacher now you have a question or would like support with a task.