

TRAVEL & TOURISM LEVEL 2



Learning aim B: Investigate the appeal of UK tourism destinations for different types of visitors

The activities you will carry out in this booklet will help prepare you for your Travel and Tourism Course in Year 12. It will help you begin to think about some of the locations we will be studying in more detail and will help you to develop research skills. Some of this work will also be useful for the first module in your course- UK Travel and Tourism Destinations.

My Focus for this task:

For this task I will look at the appeal of **three different destinations** to **two different visitor groups**.

My town or city I have chosen to research is...

_____ (suggestion London)

My seaside resort I have chosen to research is:

_____ (any UK seaside location you have visited)

The countryside I have chosen to study is:

_____ (suggestion the Chiltern Hills)

The two visitor groups I have chosen to focus on are (see below for examples);

1. _____ (e.g. school trips- you are someone who makes up this group)

2. _____ (e.g. young families)

Visitor Groups to Tourism Destinations (see next page)

Visitor types	Characteristics	Needs
Families with young children	Parents will want to keep children happy and occupied, while also trying to relax themselves. Older children often want independent activities in a safe environment.	Activities on site, safe beaches/play areas, baby changing facilities, children's menu, childcare service
Families with older children/teens		Kids' clubs, activities, sports, interactive entertainment, children's menu
Young adults	Often like to have plenty of opportunity to socialise, experience different activities and sightsee	Sports facilities, activities, bars, clubs, cafes, restaurants
Older people	Often like to have plenty of opportunity to experience different activities and sightsee	Museums, art galleries, entertainment, cafes, restaurants, easy access to facilities
Groups (possibly on a coach)	Often share a common interest, or are looking to benefit from a guided tour rather than finding their own way around a new place	Group discounts, catering facilities for large groups
School/educational groups	Usually visiting key attractions with a link to the curriculum	Education officer, activities, group discounts, catering facilities for large groups
Incoming visitors from other cultures	Usually looking for something different from the things they have at home. Particularly interested in UK history and heritage. May need help or a guided tour.	Cultural understanding, access to specific food, flexibility
Non-English speaking visitors		Leaflets in different languages, guides who can speak different languages
Domestic visitors	Residents in the UK who are taking a holiday in another part of the UK	Good transport links, booking information, catering facilities
Visitors with specific needs	All characteristics that are listed above although these visitors might require additional facilities to improve their experience	Access for physical needs, tactile exhibits and leaflets, induction loops, easy-read leaflets

Activity

Pre-research activity. From what you know already about your chosen destinations answer the following questions.

Which destination most appeals to you and why?

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Which destination would most appeal to your parents/ older family members? Why?

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Which visitor groups do you fall into?

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Which visitor do your parents/older family members fall into?

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Activity

In the boxes suggest the things that would appeal to a **school/educational trip** visiting a destination. (use the table on page 3 to help start you off with ideas).

Activity

In the box suggest the things that would appeal to a **family with young children** visiting a destination (use the table on page 3 to help start you off with ideas).

Visitor Attractions – Do Now!

Stretch: In the box write down as many visitor attractions you can think of in the UK. Hint - think of holidays, days out, school trips, adverts you have seen on tv etc.

Challenge: can you group your visitor attraction into some sort of groups- they may fall into several. Don't forget to include a key e.g. school/educational attractions.

Activity

The UK has a wide range of attractions across the country. There is something to appeal to everyone. Fact - the most visited attraction on 2012 was the Tower of London. It has around 2.5million visitors a year. You have to pay for this attraction.

Other UK attractions have the important role of looking after important and historical buildings maintain a balance between conservation and encouraging visitors to come. The National Trust and English Heritage both take on this important task. You can get in free if you pay a membership.

Using the internet- research your three destinations. Find attractions located at these destinations (eg Madame Tussauds in London) and how it would appeal to each of your two groups. Research at least 3 attractions for each destination.

Group	City Destination- London	Countryside destination- Chiltern Hills	Seaside Destination- Brighton
School/education group			
Family with young children			
School/education group			
Family with young children			
School/education group			
Family with young children			

Natural Features

- Natural features have been produced by nature..
- Many of the most visited places are National Parks (e.g. Snowdonia in Wales) or Areas of Outstanding Natural Beauty (Mendip Hills, Somerset).
- These places have a variety of activities you can do such as walking, climbing and cycling.
- Lakes such as Loch Ness in Scotland are famous for their beauty (and their monster) and for water-based activities including sailing and fishing.
- There are long distance paths around the coast of the UK. For example the South West Coastal Path, which passes through the Jurassic Coast, where many people search for pre-historic fossils.

Activity

Stretch: using the internet, research these destinations to find at least 3 different natural features.

Remember to describe how these activities are good for each of your visitor groups 1.

School/education group. 2. Family with young children.

Challenge: once you have completed the stretch task, explain what could be improved for each natural feature explaining how it could better appeal to each of your visitor groups.

Stretch Activity Table

Group	City Destination-	Countryside destination-	Seaside Destination-
School/education group			
Family with young children			
School/education group			
Family with young children			
School/education group			
Family with young children			

Challenge Activity table:

Group	City Destination-	Countryside destination-	Seaside Destination-
School/education group			
Family with young children			
School/education group			
Family with young children			
School/education group			
Family with young children			

Super Challenge: building on from the challenge – pick just one suggestion and discuss the pros and cons for your suggested improvement.

Accommodation

Accommodation is usually divided into 'serviced' and 'unserviced'.

Serviced accommodation includes room service - supply of meals, staff to clean and tidy the room and people called a concierge present to book restaurant bookings or theatre tickets or to just to provide general advice on the area.

Unserviced accommodation includes self-catering (do everything yourself) flats and apartments, camping, caravanning and some chalet parks.

Some places provide a combination of both e.g. Centre Parks.

Type of Accommodation	Advantages	Disadvantages
Self-catering	Often cheaper, flexible, can cook what you like. Cooking facilities provided.	Someone has to cook and clear up.
Catered hotels and guesthouses	Meals provided, can be part of the experience.	Meal times may be restricted, can be expensive.
Bed and breakfast	Provides a mix of catered and flexibility. Homely atmosphere. Often used for short stays.	Can be variable in quality and facilities.
Holiday Parks	Can provide a mixture of self-catering and catered. Often has sports and entertainment (particularly for children) included.	Can be bustling and crowded.
Boats	Moving around, novelty value.	Can be hard work at locks. Dangerous for young children.
Camping and caravans	Open air feel. Often many facilities. Good value for money.	May be noisy under canvas. Bad weather may limit enjoyment.

Activity

Using the internet and your own knowledge list different types of accommodation present in our local destinations. Find out specific places and their locations. Describe why they are suitable for each visitor group.

Group	City Destination- London	Countryside destination- Chiltern Hills	Seaside Destination- Brighton
School/education group	e.g. hostels YHA -location: 14 Narrow Quay, Bristol, BS1 4QA, overlooking Bristol's lively harbourside, this YHA is situated next to the famous Arnolfini Gallery.- easy location for visitor attractions.		

	The YHA Bristol is set in a historical building, and features a restaurant and games room. This makes it good facilities for large young groups. Aso very cheap.		
Family with young children			
School/education group			
Family with young children			
School/education group			
Family with young children			

Challenge: discuss how one of the accommodations you have chosen could be altered to appeal to a different visitor type

Facilities

Some visitors like to make sure they have plenty of facilities to keep them occupied at their destination. This is particularly important in bad weather. These may include sport and leisure facilities e.g. swimming pools and ice rinks, specifically the Snow Centre at Hemel. Large leisure facilities which include climbing walls or leisure pools are also popular, particularly with families. Purpose built shopping centres like The Mall at Cribbs Causeway, Bristol or Cabot Circus in the centre of Bristol which contains both restaurants and a cinema encourages visitors to stay for longer.

Activity

Pick **3** visitor attractions that appeal to **both** school/education groups and young families which you listed earlier in the booklet. State the facilities that would appeal to each group. Complete **one** table for **each** destination.

City Destination- London

Visitor attraction	Group	Facilities and their appeal
e.g. London Zoo	School/education group	
e.g. London Zoo	Family with young children	

	School/education group	
	Family with young children	
	School/education group	
	Family with young children	

Countryside destination- Chiltern Hills

Visitor attraction	Group	Facilities and their appeal
	School/education group	
	Family with young children	
	School/education group	
	Family with young children	
	School/education group	
	Family with young children	

Seaside Destination- Brighton

Visitor attraction	Group	Facilities and their appeal
	School/education group	
	Family with young children	
	School/education group	
	Family with young children	
	School/education group	
	Family with young children	

Arts & Entertainment

Many towns have theatres offering a variety of community entertainment . Bristol is blessed with having Bristol Old Vic which has regular performances. The Hippodrome hosts touring productions including *War Horse* and *Mamma Mia*, as well as hosting the Christmas panto, comedians and other popular music and shows e.g *Stick Man*. Also nearby is Colston Hall which again hosts many a music

performance including famous performers. The O2 hosts bands and DJs regularly, young and old. Music events also occur right along the Harbourside.

The Harbourside is home to many a festival including the food festival. The nearby grounds of Ashton Court support the International Balloon fiesta. One of the city's most famous festival is St Paul's carnival celebrating the local Afro-Caribbean community.

There are also many other local and smaller festival like Valley fest- a small music and food festival in the Chew Valley.

Activity

Pick **3** visitor arts and entertainment attractions for each destination and state their appeal for the school/education groups and young families group. Complete **one** table for **each** destination.

City Destination-

Art and Entertainment festival	Appeal to School/education group	Appeal to Family with young children

Countryside destination-

Art and Entertainment festival	Appeal to School/education group	Appeal to Family with young children

Seaside Destination-

Art and Entertainment festival	Appeal to School/education group	Appeal to Family with young children

Sightseeing

Having enticed visitor to a destination, that need to be able to see all that is on offer. Many towns and cities will provide free or good value guided walking tours. There is usually a qualified guide who walks around the town, stopping in various places to tell a local story. There are also ghost tours for example the '*Haunted and Hidden Ghost Walks*' in London.

Tours can also be taken by bus or on boat, for example in Bristol you can cruise along the floating harbour. There often is a guide or a headphone system giving a commentary on what is being seen. This is a good way to see and understand the layout of an unfamiliar place.

Some places even have land-trains, ideal for the elderly or children who can't walk very far. Weston-Super-Mare has one of these in the summer which runs along the promenade and another on the Grand Pier.

Activity

Research the different sites to see and the modes of transport at our three local destinations. Think about transport which takes people in and out of the destination, as well as transport which visitors can use during their stay in those destinations.

Destination	Mode of sight-seeing (e.g. foot, bike, bus, boat, train, land-train)	Appeal for school/education visit	Appeal for young families
City destination			
Countryside destination			
Seaside destination			

Challenge: discuss how one of the forms of transport you have chosen could be altered to appeal to a different visitor type

Activity

Post-research activity. From what you now know about your chosen destinations answer the following questions.

Which destination most appeals to you and why?

Which destination most appeals to an elderly retired couple and why?

Which visitor groups do you fall into?

Increasing Appeal

There are two main ways the appeal of a destination can be increased:

1. Improving facilities
2. Appealing to specific groups.

Improving facilities

Many people now like to travel abroad for their holidays where they can 'guarantee' sunshine. However, the UK is fighting back!

Many seaside destinations now offer indoor attractions for the times when the weather isn't at its best e.g. swimming pools, soft play and free children's activities.

Museums have tried to increase their appeal by providing interactive displays and guides enthusiastically dressed in character and getting children involved e.g. Cheddar cave man museum where you can dress in the attire and try living and carrying out tasks from the day.

Holiday parks offer reasonable prices for accommodation and include many activities for free e.g. swimming pools, soft play, children's activities. They then include 'add-ons' other activities which can be paid for e.g. Centre Parcs has free swimming. You can buy extra to do things like high-ropes, pottery painting and zorbing.

Older holiday destinations like Butlins at Bognor Regis have spent lots of money improving it's accommodation by building three new hotels, one of which has been designed like a ship's bow to make the best of the sea views.

Theme parks will often upgrade their rides so that each white-knuckle ride is more frightening than the last. Special themes sessions such as '*Fright Night*' at Halloween also encourage visitors out into the cold, or Christmas market events and carol singing in the caves like at Cheddar Caves on their Christmas open night.

Look for anything advertised as 'new' or improved' - Wookey Hole is always trying to increase its appeal throughout the year releasing new leaflets to support these events and improvements it has made.

Appealing to specific groups

Visitors from other countries may not speak English well. An attraction can make itself more welcoming by providing translations in a number of languages and maps with symbols or colours to help visitors. Staff who can speak at least a few words in another language will also encourage repeat visitors.

People with specific needs could also be encouraged to visit. As a result of the *Equality Act 2010* attractions must make reasonable adjustments, but most successful places do more than that. York Minster provides a tactile model, so that people with sight impairments can feel the layout of the building with their hands. Many theme parks allow people with wheelchairs or other physical disabilities to have a reduced entry price, together with their carer and to skip queues to enter rides. Some rides can also be slowed down to allow access. Audio guides in attractions often have a hearing loop system to allow people who are hard of hearing to hear commentaries.

Activity

For **one** destination you must create a presentation to make recommendations on how this destination might increase its appeal to two different types of visitors. You should justify your recommendations as to how this destination can increase and widen its appeal to many types of visitors.

You could consider improvements to facilities to cater for specific customer types; better transport facilities to encourage incoming visitors; or the costs incurred by visitors. Do this work on a separate word document or PowerPoint presentation.