

Introduction to Travel and Tourism

Assessment 1

Q1 What is sports Tourism?

Sports tourism can be when a person visits somewhere that is holding a major sporting event so they can watch the sport as a fan. Such as the football World Cup, motor racing Grand Prix or the Open Golf tournament in another country. The trip could last throughout the whole of the tournament/event they are attending or they could just be going for a short amount of time, such as only attending the Finals.

They could also be a competitor which means they could either be a Football player, Driver for the Grand Prix or a Golfer. This trip would more likely last longer as they are taking part, and would reasonably have to be in that country for the whole duration of the event.

Sometimes including pre/post training for the sport they are in and any press conferences or interviews they need to attend during or after the event has taken place.

Q2 What is the main difference between inbound and outbound tourism?

Inbound tourism is when a non resident visits a country. Outbound tourism occurs when a resident of that particular country leaves to visit another country. These both have an importance to a country's financial state.

The benefits of inbound tourism can be that it attracts a large number of tourists who will spend a lot of money in the country they are visiting; income towards hotels, restaurants, entertainment centre's and tours around the country. This creates more jobs for residents as well as more income for businesses.

Outbound tourism also has benefits in the country of origin even though a person is leaving. Outbound tourists make purchases which includes plane tickets, travel insurance, public transport to and from airports and retail purchases such as baggage, new clothing, shoes and accessories for their travels.

Q3 Make a list of motivating factors of tourism.

•Escape •Explore •Relaxation •Sightseeing Variety •New Social Circle •Knowledge •Different Cultures •History •Adventure •Events •Activities •To Visit Somewhere New •Entertainment •Nightlife •Traditional Food

Q4 Describe the main types of leisure tourism.

Holidays - Holidays are most commonly where a person can escape their everyday home life to relax, rest and enjoy themselves in another country. These kind of holidays are usually for groups of friends, families or couples. Some people may take a holiday solo to be alone or to make new friends. The duration of a holiday can last anything from a week to several months. More commonly in this day and age people prefer to go away for at least 1-2 weeks to get the full holiday, relaxation, escape feel.

Short Breaks - Short breaks aren't any longer than a week, mostly a few days during the week or over a weekend. These breaks are usually taken for a last minute escape from reality, that doesn't need to be booked in advance or have a large amount of money saved. You can take short breaks multiple times a year as you can work them around work schedules and normal day to day life and responsibilities.

City Breaks - Another form of 'short break' just in a city, where a few nights are spent with many tourist attractions, activities, famous landmarks and amazing architecture. There are lots of popular destinations for City breaks especially in Europe such as Amsterdam and Paris. Both have plenty of things for tourists to see and do. Cities in Europe are very easy to get to from places like the UK. Trains, planes, road and boat are all options you can take to get to a major city in Europe in the same day. City breaks is also another type of break where you don't have to book in advance or need a huge amount of money. People usually find flights a week prior to their trip and airlines sometimes have cheap last minute deals.

Q5 What is business tourism? Discuss its main types.

Business tourism can involve individual and small group travel anywhere in the world. It can include activities such as meetings, consultations and inspections. If there is available time they may likely explore where they are staying or visit the major attractions to make the trip more memorable and enjoyable for themselves.

Business Meetings - Everyday many people attend business meetings, this could also be a weekly occurrence for some workers. These meetings could only be a short distance from their home but sometimes they can be in another country in which they would have to stay some time away. Hotels close to airports, motorways, railways are usually where a lot of businesses will hold their meetings, making it more convenient for everyone attending.

Trade Fair - Is an exhibition which attracts thousands, which is organised so that companies in an industry can showcase and demonstrate their latest and best products. It is a very good way for the company to show their products to customers and to show their successful business to any potential investors. Also it's a good chance for businesses to talk to each other face to face and to get an insight on their rivals' ideas.

Corporate Hospitality - Companies may entertain their guests to make their business trip more enjoyable whilst visiting. This can include being given tickets for a sporting event in which they have been given a luxury suite or an open air box to enjoy a rugby / football match. They could also be given vouchers for top restaurants or entertainment centres. It makes the company more enjoyable to work for and it means you can actually look forward to going away on business trips.

Q6 Summarise the advantages and disadvantages of package holidays.

Advantages - Most of the organisation and responsibilities for booking a package holiday is being taken care of by the travel agent and tour operator you book through. This means you don't have to do any of the hard stressful work and your holiday gets booked for you.

You can relax more and leave an experienced professional to do it all. The cost of the holiday is also something you would already know in advance so you don't need to panic about any hidden extras that may occur when booking a holiday yourself. Most of the time when you book a package holiday through a travel agent they have been to that resort themselves so they are giving you honest feedback and the pictures in the brochures are all legit. They can advise when is the best time to go according to weather, which is another major key to why people want to go on holidays. Being in a resort you most likely will be given a rep who will help you with any questions or queries you may have whilst staying with them. It also makes many tourists more comfortable when they know the hotel they are staying has many other guests from the same country as themselves, especially if they have never been aboard before.

Package holidays has a major benefit to families especially those with children as there is more than likely entertainment and activities for the children to enjoy as well as entertainment for the adults at the same time.

Disadvantages - Most package holidays are in destinations where it is very over populated with tourists, meaning the crime and poor behaviour is higher and landmarks and beaches can't be enjoyed to the full extent. A lot of tourists want a different range of activities, places to see and things to do when going on holiday but many packages only have similar activities to offer so you're found stuck doing the same thing with the same people. Especially in all inclusive packages you would find yourself always eating the same food and would more than likely get bored. When booking your own holiday you have no restrictions to what you can and can't do so that's always a bonus. Tour operators want to fill as many spaces on aircrafts / coaches as possible, therefore you are restricted on times and may feel obliged to do things such as going on tours that does not appeal to you. A lot of tourists want to feel free on holiday. Having no plan is more suitable to them, they want to explore a different country, culture and be more confident in doing so.

