

Introduction to Travel and Tourism

Assessment #1

1.

i What is sports Tourism?

Sports Tourism involves a person travelling to a particular place or country to either watch or participate in a sports activity. For example a person travelling from the UK to Paris to compete in a marathon. A person requiring a sports tourism break may need transport and accommodation booking for the duration of the sports activity. Another example would be a football supporter from the North of England may travel to the South to watch a football game.

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

Inbound Tourism is associated with International Tourism and refers to people entering a particular country whereas Outbound Tourism is people leaving their country of residence or origin for a different country.

iii Make a list of motivating factors of tourism.

Some examples of motivating factors of tourism are

- Relaxation or to de-stress
- Visiting Family and Friends
- To be educated about different countries and cultures
- To watch a sports activity
- To participate in Adventure Activities

iv- Tourism usually includes a journey to a destination that is out of the travelers day to day routine whilst also including a stay in a hotel along with planned activities for leisure, business and recreational purposes. Whereas, Travel can refer to the journeys taken by a person for any reason including those of work and leisure purposes.

v- What is the difference between packaged and self-packaged holidays?

The difference between a package holiday and a self-package holiday is that on package holidays, all elements of the holiday are booked through a travel agent. This includes flights, accommodation, transfers and excursions. Whereas, on self-Packaged holidays, customers tend to book elements of the holiday on their own via airline or hotels own websites.

vi- How do changes in lifestyles affect tourism?

Tourism can be affected greatly by lifestyle changes. This can very often have a positive impact on Tourism for example whilst the having access to the internet has given more people the options to book direct with operators rather than in person with a travel agent, this technology has allowed for excellent marketing strategies on social media for locations around the world. This allows people to be living the hype of a particular place 24 hours a day in their own home and the probability of them booking a trip is much more likely. However, having access to news and information in our homes also can have a negative impact on Tourism such as learning about terrorist incidents which could lead to many people being put off visiting destinations or even travelling all together. The way in which we lead our lives changes every day and it's important to be aware of these changes so that the travel industry professionals can manage the impact in the best way possible.

vii. Describe the main types of leisure tourism.

There are several types of leisure tourism. One being specialist interest holidays where people spend a fair amount of their trip partaking in one specialist activity such as birdwatching, photography or cookery.

Another type of leisure tourism is sporting holidays. This could include a holiday including a special event such as watching the Grand Prix in Monaco or actually participating in a sporting activity themselves. Other sporting related holidays could be related to Football, Skiing, Cycling and Golf.

City Breaks and Short Breaks are another main form of leisure tourism and are incredibly popular. These tend to be breaks that are less than a week and usually last between two and four nights. Examples of popular city breaks include Barcelona, Rome, London, Paris and Amsterdam being just a few.

The types of different leisure tourism locations and destinations include coastal areas, countryside and towns/cities.

viii. What is business tourism? Discuss its main types.

Business Tourism is an essential part of the Travel and Tourism industry. People travel for many reasons.

Business meetings are a large part of some people's job roles. They may be closer to home or slightly further afield meaning people have to use transport to get there. This could either be via bus, train, car or plane and whilst most will travel there and back in the same day, others, who have travelled further may need to be put up in a hotel for the night before travelling back the next day.

Trade fairs are held all over the world and are excellent ways to meet new customers and like-minded business owners. These attract thousands of employees

and visitors which will require transport and possibly accommodation for the duration of the fair.

Many business hold conferences or conventions which attract hundreds of people from all over the world. These can be held for over several days and the people attending will also need hotels and transport links close by. It is usual that there are great deal of hotels surrounding the convention centres for that reason.

Another main element of business tourism is corporate hospitality. During a business trip some companies like to offer extra benefits such as providing tickets to a concert, theatre production or sporting event. If there are a group of people on the same trip they may even offer an executive box for the evening. Whilst the people on the business trip will be working at times a lot of people like to make the most of the visit to a new country or city and will also visit the sights and restaurants.

2. Summarise the advantages and disadvantages of package holidays

There are a lot of advantages of booking a package holiday. Lots of people like to book package holidays because it means that all elements of their holiday are in one place and can be seen as one price which makes it easy to organise and pay off.

Package holidays are usually cheaper than booking all elements of the trip separately which is appealing to customers and it also takes the pressure off the customer and leaves the organisation, responsibility and handling of the holiday in the hands of an experienced travel advisor.

With a package holiday, the information for flights, accommodation and excursions are compiled into brochures and travel operator's webpages so that you can easily see what is on offer.

There are package holidays to suit all ages and they often provide entertainment and children's day care/activities which are usually promoted as part of the package. They also offer 'Reps' who are there to assist with any questions which can be comforting to travellers who have never been to a particular resort or country.

There are however, several disadvantages to a package holiday. Package holidays are mostly allocated to regions that have areas of mass tourism such as coastal holidays which are generally considered to be sunny. Over the years, some areas have changed considerably and now have reputations for high having high crime rates or that people go to these countries with the intention of acting irresponsibly.

There is a lot more awareness of looking after yourself and sun protection which has stopped people sitting in the sun for long periods of time. Due to the pressures of the modern working life, people want relaxing holidays away from the crowds and hustle and bustle. People have also decided that they want to go on different types of holiday and explore different places around the world.

People have started to feel that the choice of options regarding flights and accommodation is limited and in some cases not to the best standard. Some also feel that tour operators add supplements onto the price of the holiday resulting in people feeling that they are not getting the best price possible.

Lots of people have become independent and confident when it comes to travel and have started making their own arrangements for their own holidays.

3. Differentiate between different forms of tourism and link them to the impacts on the environment and culture

There are several different types of tourism one of them is for leisure purposes. People like to travel to new destinations for a change in their day to day scenery. This maybe a coastal stay or a break in the mountains or somewhere relaxing. The climate is usually a deciding factor in a person choosing a holiday destination. Checking the temperature or likeliness of rainfall can also help a person to decide what time of year they want to travel to their destination. For example knowing that hurricane season is between June and November in Florida would help me to decide that it would be better to take that trip during the earlier months.

Nowadays people also relax by taking part in sporting or adventurous activities. Either way, it's an environment that is different or that has something to offer which is unlike the one that they have back at home. As we do not have the weather here in the UK like other countries, it means that many people have to travel a fair distance to get the environment that they desire and this means travelling by either plane, train or boat. Air travel in particular has been known to leave a heavy carbon footprint and is not good for the environment. A lot of people now look for more economic ways of travel to the destination of choice and also once there, may decide to travel by train rather than hiring a car.

People who travel for leisure purposes often experience first-hand the different cultural differences in other countries. For example, they may try out different restaurants and cuisine and learn to speak some of the language. They also could sample some of the local shops, bakeries and markets which showcase some of the delicacies and art work from their culture.

Another element of tourism is Special Interest destinations. This can be a trip to participate in a particular sporting activity, cooking, birdwatching, photography or a religious trip or pilgrimage. In these types of holiday the surroundings, environment and cultural aspects are very important. Around the world there are many different locations and each location offers different landmarks, natural landscapes, wildlife and cultural ways of life. For example, a photographer wanting to capture the perfect shot of a particular landmark or wildlife would probably need to travel to a very specific part of a country to do so. This would involve several modes of transport and would usually result in the person seeing remote areas and ways in which residents of that country live.

People travelling for a special interest reason will usually need to take extra care when exploring the environments that they are in. These types of areas are usually natural and if disturbed can have a catastrophic effect on the plants, animals and surroundings. Some companies have created artificial adventure tourism sites which allow access to certain areas but at minimal environmental damage.

People who travel for religious reasons or are going on a pilgrimage will experience the religious ways of life and the beliefs of the people at their destination. People travelling for special interest reasons will also need to take into consideration the climate as some countries will be too hot for continued outdoor activities and even for just walking around.

Many people also travel for education purposes. This could be families, couples or even school parties. The sole purpose for these trips are to learn about the history, way of life, language and landmarks in that area. These types of visits bring a vast amount of tourism to lots of different areas and in doing so increase and boost the country's economy. Many people like to visit museums, art galleries and like to sample local delicacies. They embrace the culture of the area they are visiting and might even attempt to speak or learn some of the language while they are there. This also helps to keep the local businesses afloat and helps to keep the restoration and upkeep of some of the oldest and most treasured landmarks and buildings in the area.

The last type of tourism is Business. These tend to be much shorter trips but many people still like to learn about the culture and history of the area that they are visiting. There are many things that business travelers are trying to do to cut down the effects on the environment. Some of these ideas are:

- Flying with budget airlines so that more people can be packed into one aircraft therefore reducing the number of flights.
- Flying with airlines that have more modern aircraft so that the carbon emissions are less.
- Choosing an airline that promotes biofuels.

Similar to the other forms of tourism business travelers also try to use other less damaging modes of transportation once they have arrived at their destination. This can be choosing train travel over getting a taxi or motor coach.

Business travelers, whilst taking much shorter trips than other types of tourists, still like to experience the culture of the destination this could be in the form of visiting a museum or gallery or could be a form of entertainment such as a theatre production or sporting event. They also like to tryout local restaurants and will sometimes learn the language to help them while they are there.