

*FACTFILE:*

# GCSE LEISURE, TRAVEL AND TOURISM



## Unit 1

### UNDERSTANDING THE LEISURE, TRAVEL AND TOURISM INDUSTRY



#### Leisure, Travel and Tourism Destinations

##### Learning Outcomes

Students should be able to:

- Analyse the needs and expectations of different customer types;
- demonstrate knowledge and understanding of the range of leisure, travel and tourism destinations;
- understand that cost and accessibility are major factors in the appeal of a destination; and
- identify and explain the main features and appeal of destinations.

## Needs and expectations of different customer types

Accurately identifying the needs and expectations of different customer types is an important aspect of the leisure, travel and tourism industry. To be successful, leisure, travel and tourism industries must understand the needs of their customers if they hope to succeed as a business.

Traditionally, customers were classified into groups such as families, couples, business people. Recently the Northern Ireland Tourist Board (NITB) has developed a new market segmentation based on seven groups:

- **Time Together:** this market segment represents couples of all ages seeking romantic 'feel good' breaks where they can spend quality time together to celebrate a special occasion such as a wedding anniversary or birthday, or simply escape daily pressures. They may enjoy a taste of local culture or 'cool' nightlife and some natural beauty but are less interested in attractions and activities. The key holiday element for this group is a romantic experience with an emphasis on relaxation. They will stay in high quality hotels and seek out good food. 'Time Together' visitors are likely to use digital media to search for special offers and deals especially on daily deal sites such as Living Social or Groupon.
- **Mature Cosmopolitans:** the 'Mature Cosmopolitans' market segment represents people who take frequent breaks. They are seeking relaxation and, importantly, a little indulgence. The segment is very similar to 'Time Together' but customers are slightly older, more likely to travel in groups and more likely to take in the sights of the places they visit. They stay in the best hotels and enjoy fine dining, relaxing in the hotel and at nearby scenic locations, exploring local attractions and socialising with the people with whom they have come on holiday. Although they expect quality, they are interested in deals that they source through both traditional and digital media channels. This group will enjoy theatre experiences, pub experiences, eating out, good quality food and drink. They also appreciate natural beauty and therefore enjoy taking scenic drives.
- **Family Fun:** as the name suggests, this market segment represents family units for whom the happiness and amusement of their children is their top priority. The parents know that if their children are content and occupied they will also be able to have a relaxing time. When choosing their accommodation and food they will seek value for money and they want access to plenty of attractions with safety and friendliness being important. Family friendly accommodation is essential and they may ask for multiple occupancy rooms or adjoining doors. The key aspect of this group is fun – the aim is quality time enjoying child-orientated attractions and entertainment with child safety another critical aspect. Typically, this group focuses on value for money, family accommodation and creating memories.
- **Young and Lively:** the 'Young and Lively' market segment represents those seeking experiences that are fun and feature a variety of things to do including eating and drinking, shopping, activities and events. They are attracted to urban environments looking for pubs, clubs and music. Price is an important consideration as well as easy access to attractions. In terms of accommodation they often favour budget hotels and somewhere near to where everything is going on. This group is seeking the 'wow' factor with nightlife, entertainment, city experiences, contemporary culture and music festivals all being important to them. They may also enjoy the 'local scene' and street animation.
- **Social Energisers:** the 'Social Energisers' are visitors who want action-packed days as well as fun-filled nights, and who holiday in groups and couples. They are often friends or colleagues seeking a cool, exciting trip somewhere new and different. They like having a laugh and sharing adventurous new experiences but it is good if they do not have to travel too far to locations or spend too much time planning too much to get there. This group enjoys visiting lively pubs, talking to locals, festivals, entertainment, street art, comedy, the 'cool' places to eat and shop and fun visitor attractions.
- **Culturally Curious:** this market segment represents typically older people (45+) who want to broaden their minds and expand their experience by exploring new landscape, history and culture. They are interested in seeing all that a place has to offer and they want their experience to be authentic. They are independent, active and keen to see and do things that are out of the ordinary and they do not mind having to make a little extra effort to reap the rewards. This group enjoys visiting castles, gardens, museums, art galleries, good food and wine especially local specialities, unique local festivals and events. They will be interested in the history of the area they are visiting.

- **Great Escapers:** this group will want to become immersed in beautiful natural environments in remote and exciting places where they can escape the stress of their daily lives and reconnect with their partners and/ or young children. They are likely to be in their thirties looking for experiences that send them home completely revitalised. They want their holiday to be relaxed and easy but need some 'wow' moments to emphasise the special nature of their holiday together. They will appreciate breath-taking landscapes and enjoy gentle exploration either on foot, bicycle or by boat. There are likely to spend their evenings enjoying a fun evening in an authentic pub.

## Types of Leisure, Travel and Tourism Destinations

There are many different types of holiday destinations including:

- **coastal areas** have always been popular destinations, for example;
  - seaside resorts have been popular destinations since Victorian times for both day trips and beach holidays. The most popular seaside resorts often have extensive stretches of sand, such as Benone Strand, Portstewart Strand, the East Strand and West Strand at Portrush, Blackpool beach, Les Sables de L'Olonne in France. Seaside resorts also include small harbours and fishing villages, such as Portballintrae, Padstow in Cornwall and Cadaques in Spain;
  - coastal areas also include undeveloped coastlines where nature is still the master and which remain largely unknown to the mass holiday market, such as Playa El Cañuelo in Andalusia, Es Grau in Menorca and Cala Llombards in Majorca;
- **countryside areas;** the countryside, with its attractive scenery and 'health lifestyle' has always been a popular location for city dwellers to spend their leisure time. The growth in car ownership since the 1950s has allowed greater numbers of tourists to visit the countryside. National Parks (England and Wales) are protected areas which are known for their floral and fauna, such as the New Forest, the Lake District and the Brecon Beacons.

There are 46 Areas of Outstanding Natural Beauty (AONB) in the UK. They are generally smaller than National Parks. The main aims of AONB status are:

- to protect and enhance the natural beauty of an area,
- to promote sustainable tourism/recreation in the area; and
- to protect the interests of the local residents.

In Northern Ireland, AONBs include the Causeway Coast, the Mourne Mountains, the Ring of Gullion, Sperrins, Strangford and Lecale, Antrim Coast and Glens and Binevenagh.

Other countryside areas include forests, lakes and mountains where people can enjoy taking part in a variety of activities, from walking and hiking to surfing and sailing.

- **tourist towns and cities;** these are urban areas providing a range of activities from shopping to sightseeing together with a good range of accommodation establishments and catering facilities offering a range of food and drinks. London, Warwick, San Francisco, Sydney and New York are all examples of towns and cities that are popular with tourists.
- **sporting venues;** Major sports such as football, rugby, cricket, tennis and athletics all have significant followers who may wish to see their favourite team in action or simply visit the 'home' of their chosen sport or team. Venues may be national or international and include Twickenham, Old Trafford, Nou Camp and Wembley. Sports fans will also attend major events such the Olympics, World Cup, Wimbledon Tennis Championships and The Dubai Duty Free Irish Open (golf).
- **theme parks;** a theme park is a large outdoor area where people pay to go to enjoy themselves. All the different activities in a theme park are usually based on a particular theme and include rides, shows, 'thrills and spills'. Theme parks are really enormous funfairs. They are called 'theme parks' because each park is divided up into different zones. Within each zone the rides and attractions will be based on a particular theme, e.g. a jungle theme. Normally the entrance fee covers all the rides and attractions.

Theme parks usually offer a full day's entertainment and so people are often willing to travel a considerable distance to get to the most popular theme parks. A recent development has been the growth of hotels at theme parks allowing tourists to stay for more than one day at the attraction. The main theme parks in the UK are located near to large towns and cities or motorways meaning that they are accessible to many people. The main theme parks in the UK are:

- Alton Towers;
- American Adventure World;
- Blackpool Pleasure Beach;
- Chessington World of Adventures;
- Drayton Manor;
- Fantasy Island;
- Flamingo Land;
- Lightwater Valley;
- Legoland;
- Oakwood Park;
- Pleasureland; and
- Thorpe Park.

Theme parks appeal to a large number of people from children and young adults to families and older adults. Different customers will have different needs and expectations. Teenagers and young adults may be attracted to the 'white knuckle' rides whereas a family with young children may prefer picnic areas, a zoo area, and children's rides. 'White knuckle' rides are often used by theme parks as the main marketing tool to attract visitors. Each theme park tries to have the biggest, scariest and fastest ride. However, customers will also expect a range of services and products. For example, visitors to Alton Towers can hire a wheelchair from the Resort Box Office on a first come first served basis. A wide range of merchandising can be purchased from the nine shops on site including the Galactica Shop and the Little Explorers Toy Shop.

- **places of historic and cultural interest;** these are destinations that reflect the past and where there are attractions associated with their history. For both overseas and domestic visitors, one of the main attractions of the UK is its strong historical and heritage image.

Places of historical and cultural interest include:

- Palaces and castles such as Buckingham Palace and Warwick Castle;
- Stately homes such as Castleward, Co Down;
- Battlefields such as Culloden;
- Monuments such as Nelson's Column;
- Ruins such as Dunluce Castle; and
- Cathedrals and churches such as York Minster.



Fig 1: Places of historical and cultural interest

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English Heritage advises the UK government on all matters concerning the conservation of England's historic built environment. It is also responsible for the maintenance, repair and presentation of over 400 properties in public ownership.

The National Trust looks after over 140 country houses that keep important collections of art and treasures. There are many National Trust properties in Northern Ireland including Mount Stewart in County Down and Florence Court in County Fermanagh.

World Heritage sites are sites of outstanding global value. The UK currently has 20 World Heritage sites including:

- Giant's Causeway and Causeway Coast;
- Edinburgh Old and New Towns;
- Durham Cathedral and Castle; and
- Blaenavon Industrial Landscape.

- **modern built attractions**; are destinations that have been built to attract people such as the London Eye, Madame Tussauds, Exploris Aquarium (Portaferry) and Titanic Belfast. Modern built attractions are often very popular visitor attractions, for example, in 2016 there were 1 000 363 visitors to The Eden Project in Cornwall.



*Titanic Belfast (Image © Margaret McMullan, CCEA)*

## The suitability and appeal of leisure, travel and tourism destinations

Cost and accessibility are the major factors influencing choice of destination. Cost will include travel to and from the destination, transfers, accommodation and day-to-day costs such as entrance fees, food etc. Accessibility is another critical factor. Holidaymakers living in Northern Ireland who are restricted to travel from Belfast International Airport, George Best Belfast City Airport or the seaports of Belfast and Larne will not have the same options as people living in England where there is a greater range of airports and sea ports.

Travellers will also be influenced by other factors including:

- **climate** (temperature, rainfall and sunshine hours) is an important element for most travellers. Destinations such as Mallorca and Mauritius appeal to sun-seekers whilst Saint Moritz appeals to those who love the winter sport of skiing.
- **natural attractions** hold an appeal for people of all ages who appreciate natural beauty as well as opportunities for leisure activities such as walking and cycling. Natural attractions may be:
  - coastlines such as the Amalfi Coast (Italy); the Jurassic Coast (Dorset);
  - lakes such as Lake Garda, Lake Como (Italy); upper and lower Lough Erne (County Fermanagh);
  - major rivers worldwide are the focus for river cruises including the main rivers of Europe such as the River Danube, River Rhine and the River Duoro. Other major rivers that appeal as a leisure and tourism destination include the River Nile (Egypt) and the Mekong River in south-east Asia; and
  - mountains attract climbers as well as visitors who enjoy spectacular scenery. Locally the Mourne Mountains attract day trippers as well as hill walkers. The Cairngorms (Scotland) attract tourists and mountain climbers as do the Alps (Europe).
- **built attractions** also appeal to a wide range of people. Built attractions include:
  - ancient monuments such as Petra (Jordan) and the Great Pyramids (Egypt);
  - theme parks such as Alton Towers, Legoland and Chessington World of Adventures; and
  - eco-centres such as the Eden Project in Cornwall.
- **events** such as sport, entertainment, concerts and festivals hold a wide appeal; it is estimated that 590 000 people visited London for the Olympics or attended a ticketed event. Around 200 000 festival goers attended Glastonbury in June 2017.
- **food, drink and entertainment** such as restaurants, cafes and local delicacies are also important elements in the appeal of a destination. Wine producing regions such as Sonoma County in California and the Champagne region of France will appeal to wine connoisseurs.

- **transport** links and services add to the appeal of an area. The appeal of the Greek Islands is in part due to their Mediterranean climate but also in part due to the ease of travel from island to island principally by ferry. In Mauritius the road links between the airport in the south-east of the island and the north-west have been upgraded helping to make places such as Grand Baie, Trou aux Biches and Flic en Flac popular destinations for tourists. The east coast of the island remains less developed and quieter.
- **range of accommodation** offered is an important aspect of the appeal of a destination. The greater the range of accommodation offered, from hostels to five-star luxury hotels, the wider the appeal of the destination.

Before deciding on a holiday destination people will consider the factors above to ensure the destination meets their needs and desires.

### Learning Activity

- Working in groups, members of the class select a type of leisure, travel and tourism destination to investigate. They prepare a report for the class to include the main features of their chosen destination type including examples.
- Working in groups, members of the class select a destination of their choice (UK, Europe, Worldwide), identify and explain the main features and appeal of the destination.
- Study the following climate information for Mallorca and Mauritius.

Mallorca	J	F	M	A	M	J	J	A	S	O	N	D
Average temperature (°C)	10	10	12	14	18	21	24	25	21	18	14	11
Average rainfall (mm)	43	37	28	39	36	11	6	22	52	69	59	48
Average number of sunshine hours	7	8	9	10	12	12	13	12	10	8	7	6

Mauritius	J	F	M	A	M	J	J	A	S	O	N	D
Average temperature (°C)	26	25	25	24	23	21	20	21	21	22	23	25
Average rainfall (mm)	216	198	221	127	97	66	58	64	36	41	46	117
Average number of sunshine hours	9	7	8	8	8	8	8	8	8	8	10	9

1. Use an atlas to locate both the island of Mallorca and the island of Mauritius. What is important about the location of the islands for a visitor from UK?
2. Which month would you advise a traveller from Northern Ireland to visit Mauritius. Give reasons for your answer.
3. Explain why July and August are popular months to visit Mallorca.

Study the following information about the climate of Saint Moritz, Switzerland.

Saint Moritz	J	F	M	A	M	J	J	A	S	O	N	D
Average temperature (°C)	-9	-8	-4	1	5	9	12	12	9	4	-3	-8
Average rainfall (mm)	20	20	30	40	80	90	80	70	70	70	30	40
Average number of sunshine hours	3	4	5	6	6	6	7	6	6	5	3	3

1. Saint Moritz is popular with skiers. Explain why the heading 'average rainfall (mm)' could be misleading to a traveller.
2. What additional weather-related information might a skier need before booking a skiing holiday to Saint Moritz?
3. Use graph paper to present the climate data as a graph. Show the months along the x-axis and use a line graph for average temperature and bar graphs for rainfall and sunshine hours.

## Resources

GCSE Leisure and Tourism, Pauline Morris, Maureen Kelly, Stella Douglas and Lee Fletcher (2009) Heinemann

Travel and Tourism, Christine King, Andy Kerr, Malcolm Jeffries (2006) Heinemann

Leisure and Tourism, Stephen Rickerby (2009) – Nelson Thornes

Travel and Tourism, Elise James, Joanne Thirlway, Ursula Woodhouse (2007) – Hodder Arnold

## Past papers

GCSE Leisure and Tourism Unit 1 Summer 2016: Q3(c) & (d)

GCSE Leisure and Tourism Unit 1 Summer 2015: Q3

GCSE Leisure and Tourism Unit 1 Summer 2014: Q1

