

FACTFILE:

GCSE LEISURE, TRAVEL AND TOURISM



Unit 1

UNDERSTANDING THE LEISURE, TRAVEL AND TOURISM INDUSTRY



Leisure, Travel and Tourism Organisations

Learning Outcomes

Students should be able to:

- demonstrate knowledge and understanding of the different types of leisure, travel and tourism organisations and identify typical organisations in each sector:
 - public: local, regional and national organisations provided and funded by local or central government;
 - private: organisations provided and funded by private owners; and
 - voluntary: facilities provided and funded by membership subscriptions, gifts or donations;
- demonstrate knowledge and understanding of how private, public and voluntary leisure, travel and tourism organisations operate individually and collaboratively to meet their customers' needs and expectations, including organisational objectives and sources of funding.

There are three main types of leisure, travel and tourism organisations. The type of organisation depends on whether their main aims and objectives are for profit or non-profit and the nature of their main source of funding.

- **Public:** local, regional and national organisations provided and funded by local or central government. Public organisations do not aim to make a profit but are there to provide a service or a facility in a local area. These may include organisations such as:
 - Leisure centres run by councils such as the Olympia Leisure Centre in Belfast which is run by Belfast City Council;
 - Public libraries;
 - Public gardens such as Botanic Gardens in Belfast; and
 - Museums such as the Ulster Museum.
 Although an admission fee may be charged, this is to enable the organisation to pay wages to their staff and to maintain and up-grade their facilities.
- **Private:** organisations provided and funded by private owners. The main aim and objective of a private organisation is to make a profit for its owners or shareholders. This type of organisation makes up the bulk of the leisure, travel and tourism industries and includes:
 - Airlines such as easyJet and Flybe;
 - Tour operators such as TUI;
 - Travel agents such as Oasis Travel; and
 - Accommodation providers such as the Killyhevlin Hotel (Enniskillen).
- **Voluntary:** facilities provided and funded by membership subscriptions, gifts or donations. A voluntary organisation is non-profit making, using their entrance fees to maintain and preserve their business, and includes organisations such as:
 - The National Trust which looks after stately homes including Castleward in County Down and Florencecourt in County Fermanagh;
 - The Youth Hostel Association; and
 - Many local sports clubs such as Royal Portrush Golf Club.

Different types of organisations will often work collaboratively to meet their customers' needs and expectations, including organisational objectives and sources of funding. For example:

- To stage an event, such as a Hallowe'en firework display, a local council will rely on other local organisations to provide catering and transportation. Belfast City Council hosts an annual Hallowe'en fireworks display at the Titanic Slipways. Translink will provide free buses from and to the city centre. By working with other organisations they are able to provide suitable facilities and services for guests attending the event. The organisations working in collaboration with the council will have increased profits; therefore the organisations are benefiting each other.
- Cruise companies such as Princess Cruises and Celebrity are now visiting Belfast on a regular basis. The cruise lines, which are private organisations, will book coach companies to take their visitors on tours, for example to the Giant's Causeway. The coach may come from a public organisation, such as Translink, as well as from private bus companies such as Belfast Bus Company. The attraction visited may be a voluntary organisation such as a National Trust property. All three types of organisations will benefit, as the cruise company will charge cruise passengers a fee for the trip; the coach companies will receive payment for their services and the visitor attraction will be paid entrance fee for each person visiting. The cruise line will also arrange catering for full day trips that will involve privately run local restaurants or hotels. Thus, private, public and voluntary organisations will benefit from increased entrance fees and from souvenirs purchased at their gift shops.

Learning Activity

- Group work: Students should identify a range of leisure, travel and tourism organisations in the local/regional/national area and indicate the type of organisation they are and how they are funded.

Feedback findings using posters or a PowerPoint.

- Students should also investigate how different types of organisation work together to meet their customers' needs and expectations.

A report should be written on their findings.

- Discuss the importance of organisations from different sectors working together to put on a major event.

Resources

Morris, P., Kelly, M., Douglas, S. and Fletcher, L. (2009) GCSE Leisure and Tourism, Heinemann

King, C., Kerr, A. and Jeffries, M. (2006) Travel and Tourism, Heinemann

Rickerby, S. (2009) Leisure and Tourism, Nelson Thornes

James, Elise., Thirlway, J. and Woodhouse, U. (2007) Travel and Tourism, Hodder Arnold

Past papers

GCSE Leisure and Tourism Unit 1 (Summer 2016) Q2, Q5 (b) & (c)

GCSE Leisure and Tourism Unit 1 (Summer 2015) Q2, Q3, Q4

GCSE Leisure and Tourism Unit 1 (Summer 2014) Q4

GCSE Leisure and Tourism Unit 1 (January 2014) Q1, Q3

