

Growth of tourism

Development of the internet

Development of the internet was one of the main factors that had a massive impact on the growth of the travel and tourism industry. This meant that people were not only able to search for their holidays independently but they were able to book them online too without having to go to a travel agent or tour operator therefore wouldn't feel obligated to purchase a product or service they have to offer. This helped the growth of tourism because it was very popular with a lot of people because they were able to book their holidays from the comfort of their own home. In 1998 9% of UK households had access to the internet and 1.4 million people were using the internet to book their holidays. This meant that there was a drastic increase in the amount of people using the internet to book their holidays due to the developments that had been made to increase the growth of tourism.

The internet also allowed companies such as Thomas Cook, Bmi baby and Ryan air to promote and advertise their products and services online on their very own websites reaching out to a wide audience. The internet gives people more information on their holidays and allows them to read up on them in a lot more depth. The internet has changed the travel and tourism industry by making it so that it's more easy and efficient for people to book their holidays and the customers can search for better deals that suit their requirements and they don't have to leave their home. The impact all the improvements of the internet has had was that it attracted more people and increase the amount of people that travel to all different types of holidays and also organisations can reduce overhead costs when booking online.

Greater mobility

Greater mobility helped to develop the growth of the tourism industry because it meant that a lot more people were able to get around a lot easier for example the increase in car ownership. The increase of car ownership after the Second World War had a massive impact on the growth of the travel and tourism industry because it provided individuals with greater freedom and flexibility in the use of their leisure time. Also transport has a massive impact on the growth of the tourism industry and this links in with greater mobility because it is part of the reason why people can get around more easily and more efficiently. An example would be the introduction of the airbus A380 because this meant that airlines could carry more passengers and the plane has a bigger engine that can carry more fuel which meant that there was less need for stop over's on long haul flights. This helped increase the growth of tourism because it meant that people could go on long haul flights without having to stop and it would take them straight to their destination. Development of health also helped greater mobility because better health meant that people lived longer and older people are more healthier and can therefore go on holiday more.

Growth of motorway networks

The growth of motorway networks helped increase the growth of the travel and tourism industry by introducing the toll roads, this meant that more people started to go on holidays because they were able to get to their destinations a lot quicker therefore a lot more people tended to use them. Many countries have good motorway systems which link to many different countries with more than one lane which keeps traffic jams down which means that people are able to get from country to country more easily and means there are less congestions on motorways. An example would be the introduction of the M40 which has many links to many different countries all around Europe this helped increase the developments because it meant that people could get to their destination a lot quicker without any hassle.

Higher incomes

Higher incomes had an impact on the travel and tourism industry because it meant that people got higher salaries and therefore could more likely afford to save up for a holiday and have more disposable income meaning they will be able to go on more day trips like theme parks and attractions such as the London Eye. Also because people were getting better wages and a lot more money they were going on better holidays and going more often because they could afford to and with people doing this it meant that airlines were able to go to more exotic places.

Greater amount of leisure time

Greater amount of leisure time impacted the tourism industry because it meant that people had a lot more free time to go on holiday or day trips, holidays are more flexible and also so new 'classes' of people that the travel and tourism industry had to cater for such as old people because with more and more people retiring there was a great demand in retirement holidays and holidays that suited old people and their requirements. Also when the 'holiday pay act' was introduced in 1938 it meant that working class people could afford a holiday because they were getting paid for their holidays so they had both the free time and the money which meant they could afford to go on more holidays or day trips, because of this there was a whole new class of people to cater for in the tourism industry because up until then it was only the wealthier people that could afford to take a holiday.

Mass production and cheaper cars

Mass production is where money

Ferry routes competing with air transport

Air travel for the mass market

A greater range of media advertising

A greater range of media advertising meant that companies within travel and tourism industry were able to advertise their products and services to a wider audience. This also had an impact on the tourism industry because there were many ways that companies or organisations were able to advertise their products and services such as TV, internet, radio, buses, billboards, phones and many more. This was an advantage because the more people that saw the product they had to offer, the more people that could be 'possible' customers in the future and the wider the range of audience it reaches out to.