

Should Centre Parcs open a new holiday centre in the Forest of Dean

Introduction

In my report, it is my job to find out if it would be suitable to build a holiday park, such as Centre Parcs in the Forest of Dean, and to see the political, economical, social and technological influences to see if the Forest of Dean is the appropriate place to do so.

Who are Centre Parcs

Centre Parcs revolutionised the holiday market in Holland over 30 years ago and did the same in the UK when it opened its first village at Sherwood Forest in July 1987, offering short break holidays on a year round basis.

Centre Parcs operates four Villages in the UK; each is set in a forest environment, typically 400 acres in size and provides high quality accommodation in fully equipped Villas, Apartments and Lodges, which are set amongst trees and streams. Each Village offers an extensive range of sports and leisure activities plus numerous restaurants, bars and retail outlets and a superb Aqua Sana Spa facility. Woodland, water and a natural healthy environment are the essential elements of a Centre Parcs break.

The Forest of Dean

The Forest of Dean is one of England's few remaining ancient forests, covering over 110 square kilometres of woodland. The Forest of Dean lies between the rivers Wye and Severn, in the western part of Gloucestershire, and on the borders of Wales and Herefordshire.

The Forest is one of the most distinctive areas of Britain having a seductive charm and character that is uniquely its own. The stunning landscapes and spectacular scenery have inspired artists, craftspeople, inventors, poets and playwrights, as well as the many visitors who return year after year.

Economical Influences

Economical Growth

If a Centre Parcs was opened in the Forest of Dean the Park could provide services that no other business could compete against. Putting other Companies out of Business. Also the business at the moment is attracting over 1.5 million visitors, and building another will increase income even more, and will allow other businesses such as shops and restaurants to expand due to the visitors that are staying at the park.

Exchange Rates

When Centre Parcs offers its services abroad people in that country will be expected to pay in their currency. However the Currency has to go back to its company's main base of operations in Great Britain, which means all of the currency made in the other countries has to be converted back into pounds , but the business will not claim all money back if exchange rates are bad.

International Trade

Centre Parcs have sites all over Europe which include France, Germany, Denmark, Belgium and the Netherlands, and have tourist from all over the world visiting their parks that don't speak that language.

Inflation

People all over the world want cheaper holidays so centre Parcs provides that so there's potentially a greater market.

Employment

If a Centre Parc was created in the Forest of Dean , 1400 jobs would be available to the community (some needing special skills). Also Centre Parcs is a relatively low skilled and employs more than 6000 people per site, so people just finishing collage or previous jobs can easily apply and start gaining income. And as resources will be used in Centre Parcs, Primary businessmen will have the opportunity to grow by making resources and selling them to Centre Parcs.