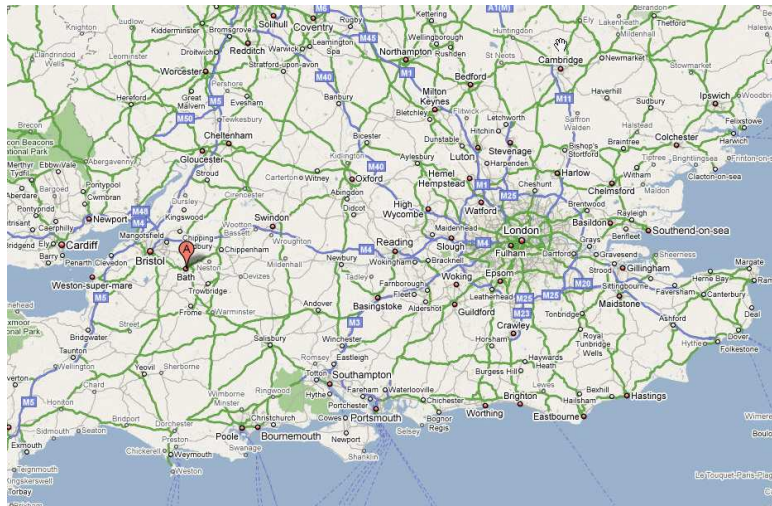


Assignment 3 (P3, M1)



Task 2

Bath is a historic/cultural destination and attracts a lot of tourist from across the world and has been designated a UNESCO world heritage site.

Bath is an appealing city to wide range of tourists. Located in North East Somerset in the South West of the United Kingdom, Bath is 10 miles East of Bristol on the River **A**von, close to the Cotswold Hills and Stonehenge in Wiltshire for which Bath provides a gateway.

This makes Bath appealing to tourists, as there are many ways to travel to and from the city.

Main Gateways being Bristol **A**irport from Bristol you can either get a coach to Bath or take a short bus trip to the train station and get the train into Bath. Heathrow and Gatwick **A**irport are also main airports that are used from here you travel up the M4 Motorway and then the **A**46 into Bath.

The main ports into Bath are Plymouth and Portsmouth these are most popular with tourists from France from these ports either a train or coach can be caught into the City.

There are many attractions that interest tourists of Bath the physical attraction being the hills to view the scenery. The Romans built Bath on The River **A**von due to the springs. The hot springs are the only naturally occurring spring in the UK. The River **A**von attracts people to view the weir. The Cotswold Hills attract many tourists to Bath as they like to view and for the more adventurous tourists they like to take walks over the hills to get a broader view of Bath. The physical attractions of Bath attract different tourists such as Couples, Foreign students and older people.

The Human attraction are the canal where boat trips are available this is likely to attract families. There are many historic building that will attract a large amount of inbound tourists such as The **A**bbey, Poultney Bridge and the Royal Crescent. The Royal Crescent attracts a lot of **A**merican people as it was built

in Georgian times, America doesn't have many old buildings therefore the tourists are interested in how old the buildings are.

Many families are attracted to Royal Victoria Park as it contains a large play area to entertain children and it is free to visit and nice to take a picnic and eat outside if the weather is nice. The park also attracts a range of older people as it has a range of beautiful gardens. Some of the attractions in Bath charge a fee to enter such as the Roman Baths, the Fashion museum, Sally Lunns historic tea house and the Bath Abbey. The prices for the attractions range. Bath Abbey charges £5.00 for an adult and £2.50 for a child. The Roman Baths charge £11.00 for an adult but there is an offer that if you visit both the Roman Baths and the Fashion Museum you get them for £15.00. The free attractions in Bath include the Poultny Bridge and the Royal Crescent. There are many shops and restaurants in Bath that attract a lot of families, couples and business people into the City. Families like to take short trips around the shops and possibly then have lunch whereas, couples are more likely to spend a lot more time going around the shops and using the local restaurants. They can also visit the theatre or spa.

The human attractions attract all types of tourists from families, to couples, business people, older people this is because Bath has something to offer a range of people.

M1

Bath attracts both inbound and domestic tourists for a variety of reasons. Domestic tourists visit the city to admire the scenery, the historic buildings, to take a trip around the local shops and to eat out in the local restaurants and cafes.

Domestic tourists include a large number of business people this is because Bath has a lot of restaurants and hotels available. The majority of hotels have large conference rooms, which are ideal for business people to hold conferences in. The restaurants around the city make it easy to entertain guests and once the business is over for the day then businessmen and women can entertain themselves easily in the evenings by visiting the spa or the theatre.

Bath is popular with inbound tourists from America and Canada this is because they do not have historic sites in their countries therefore Bath's historic past attracts them to the City. They are particularly attracted to the spa, the Royal Crescent and the Poultny Bridge. This is because they were built in the Roman and Victorian times. Bath has recently become popular with Japanese and Chinese visitors. They come to view the sites of Bath and often take the city tour bus around the whole of Bath. The buildings and natural attractions are what particularly attract Japanese and Chinese people because the buildings are different to what they have in their own country. Foreign students also like to visit Bath to learn more about British history, they also use this time visiting to increase their English Language. Inbound tourism brings in a lot of Bath's tourism this is because of the historic past it has, tourists come to look around and take in the buildings and views the City has.

