

Name: - Neelima Nathawat

Subject tutor: - Natasha Mooruth

Course title: - BTEC national certificate in travel and tourism

Unit 3- the UK as a destination

Task 1 **Be able to use sources of references to provide information on UK.**

⇒ **Atlas**

- Atlas is books containing maps usually some maps are general and some are focused on one particular area. It also contain information about : -
- Coastal resorts
- National parks
- Airport
- Theme parks
- Capital cities
- Historical or cultural places
- Cities and towns
- Seaports
- Worldwide tourist attraction
- Continental Maps
- <http://www.worldatlas.com/aatl as/world.htm>
- <http://www.atlapedia.com/>

⇒ **Brochures**

- Brochures small booklet or pamphlet, which often contains information about promotional material or product information
- Overview of holiday destination
- Provides a lot of destination information
- It also contain information about package holidays
- <http://www.aanem.org/publications/brochures.cfm>
- <http://www.brochuremonster.com/more-brochures/brochure-template.aspx>

⇒ **Timetables**

- Timetables are published by all transport carriers for e.g. airport, cruise, coaches, ferries and rail timetable and are available on the inte rnet.
- www.thetrainline.com
- www.nationalrail.co.uk
- www.nationalexpress.com
- www.ferrybooker.com

⇒ **Internet**

- www.visitbritian.com
- www.enjoyengland.com
- www.visitwales.com
- www.visitscotland.com
- www.discovernorthernireland.com

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Edinburgh

⇒ **Transport**

- <http://www.nationalexpresseastanglia.com/>
- http://www.home.thetrainline.com/destinations/london_edinburgh.shtml?href=pcg_london_edinburgh&gclid=CKzKkLj23ZYCFQeO1QodQHx83g
- http://www.megabus.com/uk/timetables/london_edinburgh_bus.php

⇒ **Tourist information centre**

- <http://www.edinburgh.org/practical/tics/>

⇒ **Airports**

- <http://www.edinburghairport.com/>

⇒ **National park**

- <http://www.totaltravel.co.uk/link.asp?fid=597297>
- <http://www.totaltravel.co.uk/travel/scotland/lothian/edinburgh/attractions/gardens/holyrood-park>

⇒ **Coastal resort**

- <http://en.wikipedia.org/wiki/Figgate>

⇒ **Hotels**

- <http://www.edinburghcityhotel.com/>
- <http://www.ichotelsgroup.com/h/d/hi/1/en/hotel/edbcr>
- <http://www.primahotels.co.uk/royal/>
- http://www.handpicked.co.uk/opencms/sites/default/HPH/hotels/norton_house/about/index.html
- <http://www.tenhillplace.com/>
- <http://www.clarendonhoteledi.com/>

London

⇒ **Transport**

- <http://www.tfl.gov.uk/>
- <http://www.nationalexpress.com/trainslanding.html>
- <http://www.nationalexpress.com/coacheslanding.html>
- <http://www.visitlondon.com/travel/>

⇒ **Airport**

- <http://www.londoncityairport.com/>
- <http://www.londonnet.co.uk/ln/guide/resources/airports.html>

⇒ **Attraction**

- <http://www.londonnet.co.uk/ln/guide/about/attractions.html>
- <http://www.lastminute.com/site/entertainment/daysout/event-browse.html?catID=99580&skin=lmnukgoogle&bbcam=adwds&bbkid=London+Attraction&x>

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- <http://attractionguide.com/london/>
- <http://www.visitlondon.com/attractions/culture/>

⇒ **Tourist information centre**

- http://www.visitlondon.com/maps/tourist_information/index
- <http://www.britainexpress.com/TIC/London.htm>
- <http://www.westminster.gov.uk/leisureandculture/tourismandtravel/>
- <http://www.enfield.gov.uk/623/index623.htm>

⇒ **National park**

- <http://www.totaltravel.co.uk/link.asp?fid=615782>
- <http://www.totaltravel.co.uk/travel/greater-london/london-west/hollandpark-nottinghill/attractions/gardens/holland-park>
- <http://www.totaltravel.co.uk/travel/greater-london/london-east/bow-bromley-canning/attractions/gardens/mudchute-park-farm>

⇒ **Coastal resort**

- <http://www.sarfend.co.uk/southend.html>

⇒ **Hotels**

- <http://www.royalnorfolkhotel.co.uk/>
- <http://www.harringtonhallhotel.co.uk/>
- <http://www.holidayinn.com/h/d/hi/925/en/hotelsearchresults?requestid=179195>
- http://www.hotelclub.net/hotel.reservations/Thistle_Victoria_Hotel_London.htm
- <http://www.jumeirahcarlontower.com/>

Blackpool

⇒ **Transport**

- <http://www.nationalexpresseastanglia.com/>
- <http://www.blackpooltransport.com/>
- <http://www.upmystreet.com/local/transport/l/blackpool-3944.html>
- <http://www.blackpool.gov.uk/Services/M-R/PublicTransportInformationandAdvice/>

⇒ **Airport**

<http://www.blackpoolinternational.com/>

⇒ **Attraction**

- <http://www.attractionsblackpool.co.uk/>
- <http://www.theblackpooltower.co.uk/>
- http://www.blackpool-stay.co.uk/html/attractions_in_blackpool.php
- <http://www.blackpoolpleasurebeach.com/>
- <http://www.sealifeeurope.com/>
- <http://www.blackpool-stay.co.uk/attractions/default.php?id=5&x=7&y=14>

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⇒ Tourist information centre

- <http://www.blackpool.com/tourist.html>
- <http://www.blackpool.gov.uk/services/s-z/touristinformationcentres/home.htm>
- <http://www.touristnetuk.com/NW/blackpool/>
- <http://www.totaltravel.co.uk/travel/North-West/lancashire/blackpool/directory/touristinfo>
- <http://www.touchblackpool.com/business/list/bid/1622715>

⇒ National parks

- <http://www.totaltravel.co.uk/link.asp?fid=633602>
- <http://www.totaltravel.co.uk/travel/north-west/lancashire/blackpool/attractions/gardens/marton-mere-nature-reserv>

⇒ Seaside area

- <http://www.woodlands-junior.kent.sch.uk/customs/questions/tourseaside.htm>
- <http://www.blackpool.com/sights.html#pleasure>

⇒ Coastal resort

- http://www.coastalresortsguide.com/Articles/Article_12.asp

⇒ Hotel

- <http://www.hotelguideblackpool.com/>
- <http://www.blackpoolhotel.com/>
- <http://www.blackpoolbreaks.net/>
- <http://www.funhotelsdirect.co.uk/>
- <http://www.hotelclub.net/hotel.reservations/Blackpool.htm>

⇒ Hostels

- <http://www.hostelbookers.com/hostels/england/blackpool/>
- <http://www.hostelworld.com/findabed.php/ChosenCity.Blackpool/ChosenCountry.England>
- <http://www.hostels.net/findabed.php/England-Blackpool-hostels>

⇒ lodge

- <http://www.funhotelsdirect.co.uk/FHD/Static/Hotel.asp?qID=71>
- <http://www.masonichall.org.uk/Blackpool.html>
- <http://www.cardohlodge.co.uk/>
- <http://www.bridlelodgeapartments.co.uk/>
- <http://www.ashlodgehotel.co.uk/>

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Task 3b **Analyse the appeal of the two destination**

I have researched about Blackpool and Nottingham and how it attracts visitors from all over the world. Both the places, Blackpool and Nottingham have attractions of its own and thus have a strong appeal for tourism for different age groups of people. There are approximately 16 million annual visits made to Blackpool. Nottingham receives a considerable volume of tourism and around 300,000 people visit from overseas in a year.

Both destinations are the places where anyone can go and have fun because it has a lot to offer to all age groups but the most number of tourists that visit Blackpool are mainly young couples, teenager's age among 15-19, young people age between 16-40 and people with young families so that the parents and the children can have fun visiting the attraction for example Blackpool's Sea Life Centre, The Blackpool Pleasure Beach, Blackpool Zoo & Dinosaur Safari. Whereas people who are most likely to visit Nottingham are students 15 and onwards because Nottingham has a university which attracts people specially students, people with young families etc

Blackpool is situated in the county of Lancashire of England and lies along the coast of the Irish Sea. Blackpool has a population of 142,900 making it the fourth largest settlement in UK with a close proximity to Manchester. On the other hand, Nottingham is one of the fastest growing cities of the UK in terms of job creation. Nottingham is the 9th largest travel to work area in England with a population of 260,000 and 3 million people within an hour's drive. Nottingham also has a close proximity to London with a distance of 120 miles and with a distance of 50 miles to the north of Birmingham. Both these facts show that Blackpool and Nottingham are two of the most developing and upcoming cities of UK with a very high potential of becoming the main cities in future. Blackpool and Nottingham are close to cities like London and Manchester which makes it easier for people to commute from one city to another and thus increases its appeal levels to tourists and commuters.

Both the cities consist of natural features which act as another appeal for tourists. For example, Blackpool has award winning attractions such as its villages and gardens for which guided tours are arranged as well. Similarly, in Nottingham has a garden centre called Wheat Croft where a wide range of plants are produced and are available to

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sell. Wheat Croft is situated on the A52 which is on the outskirts of Nottingham and thus travellers or people passing by that route can stop and visit the Wheat Croft garden centre. Also this centre provides home made meals and snacks which allows people to take a break from the tiring journeys. This shows that both the cities have a strong appeal of attracting tourists by maintaining its natural environments and villages. This attracts people to spend time with their friends and family in cleaner and peaceful environments.

Regarding other attractions, Blackpool and Nottingham have some marvellous features which appeals for tourists from all over the UK and world. Blackpool is famous for its sea life centre with fifty spectacular displays and over 1,000 assorted sea creatures it takes visitors on a journey from the coastline and sandy shallows to the ocean depths whereas Nottingham city attracts people by its Brewhouse Yard Museum. So, both the cities have strong appeals to attract tourists and visitors but in two different aspects.

Along with the historical and cultural aspects of Nottingham and Blackpool, both the cities have ensured that they follow sustainable development and put a lot of effort in order to protect and maintain natural and wildlife environments for animals and plants. For example, Blackpool does this by maintaining a zoo and a dinosaur safari whereas Nottingham has The Arboretum Park which maintains the natural beauty of the area. Also to make tourism more accessible for tourists and visitors, both the cities has road, rail and airway links to other cities and the world. Both destinations have many man-made and natural attractions for example: - some of Nottingham's natural and man made attractions are Victoria Park, River Trent, Wollaton Hall (Nottingham's Natural History Museum), The Tales of Robin Hood, Woodthorpe Grange Park etc. Whereas Blackpool's natural and man made attractions are Wyre Estuary Country Park, Blackpool Model Village and Gardens, Blackpool's Sea Life Centre, The Blackpool Pleasure Beach, Blackpool Zoo & Dinosaur Safari etc.

Therefore, both Blackpool and Nottingham attract people by all means and have a high appeal level

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Task 4(a) Understand the need of UK domestic and inbound tourism markets and the ways in which the UK meets those needs.

The two domestic tourists are: - Families and Business people

Needs of domestic tourist are: - **Families + Business People**

Access to information (families): - Families can access their information through internet about the place; they can go to the tourist information centres; travel agent or a tour operator; they can also email their travel agents to email them the information about the destination if they are enable to go outside . If the family doesn't have internet access then they can either telephone travel agents or tourist information centres to get the information. They can also get their information through advertisements in the newspaper or from the TV.

Access to information (business people): - Mostly every business person has their own laptop or computer so it easy for them to access their information through internet, email people to get or give information, if they can't go outside or if they are too busy then they can get the information about companies, about the tourist information centre, travel agents, tour operator online. They can also find the contact details of the agency they want to contact. They can also get their information through newspaper, advertisements or from the TV.

Accommodation (families): - When a person is travelling with their families they have to consider what everyone's age groups is and their needs when it comes to find an accommodation because the parent or the elder ones have to find the younger ones a suitable place so that it doesn't cause them a problem afterwards. It also depends on the person's economic capability.

Accommodation (business people): - most business people like to stay in a hotel doesn't matter how expensive it is. They don't really travel with their families when they are going on an important business trip because of that they don't really have to consider any one else's needs and they don't have to find an accommodation according to their children needs. They just have to consider themselves and their own

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needs. They might not feel comfortable in B&B because they won't really provide high quality services as we know that B&B's are quite cheap.

Transport (families):- families mostly like to travel by using their own car because it's comfortable and cheaper than any other transport and it doesn't really matter how many people are in the car it will cost them same. Families won't really use aeroplanes to travel to another destination if it's within UK because it's expensive and can be bit uncomfortable if you have an infant travelling with you. They might also prefer travelling in public transport cause there is more room for everyone and it can be affordable for everyone to travel.

Transport (business people):-most of the business people like to travel by aeroplanes because they like to be punctual and is it easier and faster for them to get to their important business meeting and be on time. If they travel by bus or their own car they can get stuck in the traffic and can get late which they don't really like. They can use underground train because it is fast and quiet cheap as well.

Facilities for different types of tourist (families): - families require more facilities than any one else because in the family everyone have to consider everyone needs for example baby changing, toilet for the younger ones and the others. They might also need special need services if someone in the family is disable. If they family is Muslim then there are places where they have a special room for those who need to do prayer. And there are also separate swimming rooms or times for different people like male and female.

Facilities for different types of tourist (business people): - business people don't require many facilities because they travel mainly on their own. If the person is disabling then he or she might require the special needs services like lift to go from one floor to another and assistance might be required on the public transport, they need toilets. If the person likes to drink or if the person is alcoholic then they might also need bar for leisure.

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Special events (families):-families like go to many different kinds of special events as there are different age group of people. They might go to carnivals with their families to enjoy what's going on their. The teenagers in the family might go to T4 beach party for fun and to meet the singers. They might also want to go to London Olympics 2012 because it will be a biggest thing happening in London and many people will be doing different things like representing UK and dancing, singing and it will be entertaining there.

Special events (business people):- business people might want to go to the events that benefit them like world travel market. They might go to New Year festival to celebrate it and to have a great time. They may want to go to Ascot Epsom horse racing because in the race there is always a chance of wining some money.

Attractions (families):-families are largest groups of people that visit the most of attractions in the UK and outside. They are the ones who go to mostly every kind of attraction for e.g. Alton Towers, London dungeon, and Madame Tussauds to spend a good and enjoyable time with each other. Museums, galleries and

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The two Inbound tourists are: - American and Indian

Needs of Inbound tourists are: - **American + Indian**

Special events (American):-Inbound tourists like to attend many different kind off events because they might not have same kind of events in their own country for e.g. high-class and rich American people might want to join the event that are held by the royal family. If the tourists support any football or other sports team then they might want to go to place where the matches are happening. If the tourists are teenagers than they might want to go to different types of carnival to enjoy like Nigerian carnival, Caribbean carnival, Notting Hill carnival etc. they might also want to visit the T4 beach party because its fun and many people especially teenagers go there.

Special events (Indian):- Indians might want to visit the Indian carnivals. If the tourists are rich or royal then they would like to join the events held by the royal family. Indians would like to go the religious events happening in the temples and on other places like diwali festival event on Trafalgar square. They would also like to go to different kinds of cultural and historical events to explore and to learn about other people religion and history. If the tourists are teenagers or bachelors then they would like to visit the beach parties like T4 beach party, Caribbean party

Attractions (American):- UK has many business and natural attractions that attract American for various purposes. For example, as America is an economically booming country, many people come to UK for various business means such as meetings, conferences etc. This not only increases the business potential of UK globally, but it also increases the status of the cities making it a multipurpose country for the business class of America.

Attractions (Indian):-Other tourists such as from India, might be interested in visiting the general tourist attractions like Madame Tussauds, London Zoo, theme parks such as Chessington, moorlands and natural places like Dartmoor, Lake District etc. This will increase the popularity of UK as it consists of so many attractions that are suitable for people of different age groups.

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Transport (American and Indian):- UK has many excellent transport routes available for all groups of people varying from cars to aeroplanes. For example, there are many rail networks all across the UK connecting cities in all remote parts of the UK. Also there are a number of motorways and highways around the cities that allow people to commute from one place to another easily. The airway networks not only allow many cities in UK to be accessible for many tourists but also other cities in the world.

Accommodation preference (American and Indian):-

As inbound tourism involves people immigrating to UK from other cities of the world, the accommodation should be appropriate to the person who is visiting UK. For example, if it is a business person then the accommodation they will be provided with must have an internet connection available so that it doesn't cause the tourist any problems in accessing or sharing their information from colleagues in other parts of the world. If it's a family then the rooms or the accommodation should be appropriate and big enough for the family to live in and also that also the basic necessities of the tourists are met.

Quality assurance (American and Indian):-

All tourists have a right to know that the transport and travel services that they use meet particular quality standards. It is unlikely that inbound tourists will want to know the detailed grading schemes, rather they want to know that three-star or four star rated accommodation can be relied on to be of a particular standard wherever they go in the UK or elsewhere. Inbound tourists will also use guides for quality recommendation on places to visit and for restaurants. These may be international guides such as Michelin or Fodor.

Access to information (American and Indian):-

Tourists can access their information through internet about the place; they can go to the tourist information centres; travel agent or a tour operator; they can also email their travel agents to email them the information about the destination if they are able to go outside. If the person travelling doesn't have internet access then they can either telephone travel agents or tourist information centres to get the information. They can also get their information through advertisements in the newspaper or from the TV. Also most business

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class person has their own laptop or computer so it easy for them to access their information through internet, email people to get or give information, if they can't go outside or if they are too busy then they can get the information about companies, about the tourist information centre, travel agents, tour operator online. They can also find the contact details of the agency they want to contact. They can also get their information through newspaper, advertisements or from the TV.

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(M2) Task 4 B Choose four destinations and explain how each of these destinations meets the needs of your selected tourist in task 4A.

The four destinations I have chosen are as follows: - London, Manchester, Cardiff and Edinburgh.

London is a world city with unrivalled appeal and has many attractions and vibrant social scene which attracts about 30 million tourists spending £15 billion each year into the economy. London has a range of hotels, restaurants, cafes, business centres, natural and historic attractions that are suited to people of all backgrounds and all ages. Also, London possesses a number of transport routes ranging from cars to airway routes and has many guided buses tours to provide people with the facility to visit the whole of London in a short while and make the most of their time. For example, if a family visits any attraction of London, then there are many facilities available to them such as restaurants, cafes, travel where kids under 11 years can travel for free and children up to the age of 18 years have to pay half price of the travel. Also, often there are concessions of food in many places for families. On the other hand, people visiting for business purposes, there are facilities like pick and drop where the person can ask the cab or the car to come to their hotel or accommodation and take them back whenever they want. Many hotels also have internet connections available for them which make it easier for them to communicate with other colleagues and clients all around the world. According to a recent survey done for the London Development Agency, holiday or leisure was the most common trip purpose among all visitor segments. Just over half of all overseas visitors and UK staying visitors were primarily visiting the capital for this reason, while the comparative figure for day visitors was 72%. Also, Among UK staying visitors and UK day visitors, the train was the most frequently used mode of transport to and from London. Once in London, the most commonly used mode of transport for moving around the capital, for all groups, was the Underground or the DLR, followed by bus and walking.

As London experiences a high number of tourists every year, it is mainly accessible for all groups of tourists. In particular, families who come to visit London from other cities and towns do not experience many facilities travelling around the city. There are a number of transport facilities such as Underground Tubes, Buses, Trams, Rail

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services and Taxis with reasonable travelling tariffs including discounts or offers. This allows the family tourists to organise and maintain their expenses while they are visiting the city together. Also, the rail services allow the families to travel from one city to another whenever they wish to do so as there are a number of stations in London that are connected to various rail services. Also, London provides various services for people with learning difficulties. To make it cheaper and easier for overseas tourists to travel around in London, the government has introduced the visitor oyster cards on which the credit can be updated at any time. Also an individual in the family can give it to another individual visiting London whilst they are not using it.

ards | Transport for London - Microsoft Internet Explorer

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Tickets

Fares and tickets

Visitor tickets

Where to buy tickets


Overseas agents

Visitor Oyster cards

Visitor Oyster cards

Visitor Oyster cards can only be used to pay as you go. The cards:

- Are available at adult-rate only
- Cost £2 each (ie a card with a £10 pay as you go balance will cost £12)
- Can be topped up with additional money to pay as you go at all standard outlets, including Tube stations, London Overground stations, Oyster Ticket Stops and London Travel Information Centres
- Can be used as soon as you arrive in London
- Cannot be loaded with 7 Day Travelcards



Oyster cards for visitors

General information

- You can lend your card to anyone to travel at adult-rate when you are not using it
- If your Visitor Oyster card stops working, you should take it to a Tube station ticket office between 08:00-20:00 daily. Station staff will determine how much money is left on your card and this will be transferred to a replacement Oyster card. If you are unable to get to a Tube station, send the card to Oyster Ticketing and Refunds, 55 Broadway, London, SW1H 0BD, UK, and a refund for the outstanding balance will be arranged. Please note that cheques will be issued in Sterling and you will be responsible for paying any exchange rate fees
- Visitor Oyster cards do not have an expiry date. The pay as you go credit will stay on your card until you are ready to use it again
- If you require a refund for any unused credit and the remaining balance is under £5, you can cancel the card and get a refund at any Tube station ticket office. If the balance is more than £5, you will need to complete a refund form (available from Tube station ticket offices). The card will be cancelled and you will be sent a refund by cheque. Alternatively, you can send your card to Oyster Ticketing

Maps

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Manchester is said to be the liveliest city in the UK due to its cosmopolitan atmosphere, top attractions, galleries, museums, shopping facilities and stunning architecture. It has lots to provide various age groups of people for example kids that goes to nursery/school are attracted to People's History Museum and explore the history of Manchester. Also many of the attractions of Manchester are easily accessible and are at a short distance to each other which makes it easier for tourists to plan their journey. Manchester Central Convention Complex has a wide spectrum of flexible halls and conference suites with space for exhibitions. So Manchester has features that are flexible and suitable for both domestic and inbound tourists.

Manchester is easily accessible from many other cities in the U.K. which makes it easier for tourists especially for business groups to get around to places for business meetings and other purposes within hours even when they have a tight schedule. Manchester is easily accessible by a number of rail services such as Cross country, Virgin trains etc. Also, Manchester has a free city centre bus service which operates around the city so the families can get on this bus and travel to their desired places. Another facility that Manchester provides its tourists and the residents is the door to door transport service where the passengers can ring and book a journey within the local area. The tickets can be bought by the passengers as they carry on with their journey from the bus drivers or from the ticket machines at stations. The other main transport link in Manchester is the international airport which allows business tourists within the U.K. and abroad to travel to Manchester easily. According to a recent survey, the figures for the day visitors in Manchester are as high as 110.6 million.

Cardiff is one of the fastest developing cities of UK and has many links of transporting minerals like coal, gold etc. along with many tourist attractions. Cardiff is very accessible from several major airports, European ferries, the Eurostar Express, and the main M4 Motorway from London which allows both domestic and inbound tourists to travel to Cardiff with no difficulty. Also Cardiff has a huge number of clubs, night clubs and licensed restaurants throughout the City Centre and in Cardiff's Maritime Quarter at Mermaid Quay there are dozens of places which serve the needs of visitors to the city providing facilities for all sorts of tourists. To allow tourists such as students or other researchers to get around, Cardiff has various transport facilities such as cars, taxis, airport, water buses which allows tourists and

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passengers to make the most of their time. Also it makes it easier for tourist groups such as researchers or tourists to travel to the least accessible places and other places of their interest easily by using various means of transport.

Edinburgh is known for its arts festivals and Hogmanay celebrations, where hundreds of thousands of people come to ring in the New Year. The Scottish lowlands and the coastal villages on the outskirts of the city attract many domestic and inbound tourists and thus increase the popularity of the area. The integrated transport system offers a reliable and frequent transport choice to Edinburgh's growing population and business community, boosting the city's standing as an international destination for tourism and business and thus attracting more domestic and inbound tourists. As Edinburgh is one of the oldest and very famous cities of the U.K., it has various means of public and private transport available for all kinds of tourists ranging from buses to trams. Also, there are other facilities such as taxi cards and concessionary travel for people of particular age groups which allow tourists to travel around the city at a reduced rate and budget their money for other purposes. About 3.18 million tourists visit Edinburgh on a daily basis for various purposes.

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