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Welcome to Aspiration Tourism

Aspiration Tourism, from ONE NorthEast and SCHOOLS NorthEast, aims to provide young people with knowledge and understanding of key issues relating to the tourist industry in the North East of England.

We aim for young people to consider:

- The impact of tourism on the North East's development
- Career opportunities within tourism
- Entrepreneurialism and enterprise in tourism
- The attributes of the North East as a tourist destination

The materials in this pack, along with the websites listed, provide facts and figures relating the North East's tourism industry. There are real stories from people working within the industry to stimulate discussion and provide a basis for further presentations and research. Throughout the materials, students are challenged to engage in creative activities exploring links between subjects and wider aspects of learning.

Please include Aspiration Tourism as part of your studies this year and give young people the chance to develop a deeper understanding of one of our region's most important and fastest growing industries.

Meeting your curriculum needs

These materials are provided for you to deliver the key messages relating to tourism. The students will recognise that the tourism industry affects their communities and is a highly relevant area of study.

Subject areas

Geography
English
Business Studies

Leisure and Tourism

Travel and Tourism

Cross-curriculum dimensions

Enterprise
Technology and the media
Creativity and critical thinking
Global dimension and sustainable development

By getting students involved in a range of discursive, creative, interactive and enterprising activities, Aspiration Tourism uses tourism in the North East as a theme through which young people can develop many important skills.

Writing	for different audiences and different purposes including writing to argue, persuade and advise.
Planning	breaking down tasks, organising resources, deploying team members and allocating responsibilities
Problem solving	tackling a problem or need and generating ideas through discussion to reach a common understanding of what is required to resolve the problem or meet the need
Presentation skills	including debating and role play
Evaluation	including evaluating their own values and attitudes
Making connections	understanding the connections between the environmental, social and economic spheres and making links between local, national and global issues
Team work	including listening to others, allocating roles and compromise
Media literacy	considering media as both consumers and authors of content
Exploring possibilities	and generating ideas: using their imagination
Exploiting technology	including broadcast media, film, printed communications, games, web, podcasts and animation to create products for real situations
Independent learning	both within the classroom setting and beyond

These resources have been based on QCA research into what motivates and inspires students. These materials should support:

- Practical and active learning where students actively direct their own learning and get creative
- A varied curriculum allowing for personal choice
- Opportunities to use ICT
- Challenging students to motivate them further
- Having fun in the classroom

- Making links to students lives and communities to build relevance
- Varied activities and teaching techniques
- Feedback from peers
- External visits
- Opportunities for learning outside of the classroom and work related learning

Delivering Aspiration Tourism

The way you choose to deliver these materials will be determined largely by the best curriculum fit for your particular circumstances and the amount of time you have available.

This booklet contains five session areas. Each session contains materials and resources which are relevant to a particular theme.

Session 1	When does a place become part of you?
Session 2	Destination North East
Session 3	Enterprise Tourism
Session 4	Career Tourism
Session 5	Tourism and communities

To help you navigate the resource each session is broken down into the following sections

Get ready	Materials and resources you will need to run the activities.
Get the knowledge	Background information, context and fact sheets.
Get talking	Discussion topics
Get online	Web related tasks and relevant websites
Get real	Case studies and real life examples
Get active	Interactive and creative activities
Get out	Opportunities for learning outside the classroom

When does a region become part of you?

Get ready

- When does a place become part of you advert
- Brochures and adverts for regional tourist attractions
- Digital cameras and/or video camera

Get the knowledge

The official definition of tourism is the activities of people travelling or staying outside of their usual environment for leisure, business or other purposes.

Therefore people who are considered 'Tourists' are usually

- Away from their normal place of residence (but will return home)
- Taking part in activities that would be usually deemed as leisure
- On a visit that is temporary or short term

Tourists are not necessarily away from home overnight – they might just be out for a day trip and not all tourists are on holiday – many tourists visit an area on business.

There are three main types of tourism:

1. Domestic: people taking holidays, short trips or day excursions in their own country
2. Inbound: people entering the UK from another country i.e. a group of Japanese tourists visiting the North East on holiday.
3. Outbound: people entering another country from the UK i.e. a family from Sunderland going on holiday to Spain.

Tourism is the sixth largest industry in the UK, contributing £76 billion to the economy and tourism is very important to the North East region. In 2008, 55,000 people were employed in the tourism industry in the region and tourism contributed £3.5 million to the North East economy.

Every year over eight million people visit the region for an overnight stay. But how much do we know about our region and what attracts people here? What are the region's main selling points? How might you attract people to visit the North East and what do you think they should see while they are here?

Get the facts: tourism in the North East

Tourism brings in **£3.9 billion** to the North East economy

Approximately **70,000** people are **employed** in the tourism industry in the North East

8.9 million people stayed overnight in the region in 2007 with a further **74 million people making a day visit** to the region.

There are around **2100 places to stay** in the North East offering either serviced (hotel) or self-catering accommodation (holiday cottages, caravans and campsites).

More than **10 million people visit tourism attractions** in the region every year.

The most common origins of visitors coming from abroad are: Germany, Norway, Ireland, Netherlands, USA/Canada, Spain and France.

26% of domestic overnight visitors are residents of the North East. Other significant markets are Yorkshire 17%, London/South East 14%, Scotland 11% and the North West 10%.

Among the most popular attractions are Durham Cathedral, The Alnwick Garden in Northumberland, The Sage, Newcastle and Beamish Museum.

The **most popular activities are eating out** (almost half of visitors do this), sightseeing (over 40%) and shopping (40%). 22% of visitors are likely to go walking (less than 2 miles) and 17% are likely to take longer walks. 21% of visitors visit the beach and 19% visit parks and gardens. Visitors to Northumberland are more likely to go walking and cycling, while those in Tyne and Wear are more likely to go shopping. Northumberland and Durham visitors are more likely to visit heritage sites, whilst Tees Valley visitors are more likely to attend events.

In the North East there are at least:

- 360 attractions
- 20 arts centres and theatres
- 28 cinemas
- 17 galleries
- 165 regular music venues
- 65 night clubs

The key reasons for visiting, in order of popularity are:

- Day trips
- Holidays or short breaks

- Visiting friends and relatives
- Business

Visitors say that the key strengths of the region are:

- The people
- The coastline
- History and heritage
- Countryside

Main areas of growth for tourism in the North East are:

- Budget accommodation
- Luxury accommodation
- Outdoor and activity attractions
- Food and drink themes
- Cruise tourism

People working in tourism in the North East are aiming to attract more visitors from the UK and internationally, encourage green tourism and increase the amount of money that people spend when they visit the North East.

Get the facts: tourism in the North East

Angel of the North

This 20m-high sculpture by Antony Gormley is one of the most-viewed pieces of public art in the world.

Hadrian's Wall

Walk or cycle this 73-mile World Heritage Site, in the footsteps made by the Roman legions almost 2000 years ago.

Bamburgh Castle

A spectacular fortress with fine displays of armour and paintings and outstanding views of the Northumberland coast.

The Holy Island of Lindisfarne

This magical island, where the famous Gospels were written, can only be reached by crossing a causeway at low tide.

High Force

Spectacular waterfall in scenic Teesdale, with the whole of the River Tees plunging 20 metres into the pool below.

Beamish, the North of England Open Air Museum

Step straight into either 1825 or 1913 and experience a working town, manor, colliery village, farm and railway.

The Alnwick Garden

One of the most exciting contemporary gardens in the world, with spectacular water features, inspired planting and events.

Durham Cathedral

Magnificent World Heritage Site described by travel writer Bill Bryson as “the best cathedral on planet Earth”.

The Sage Gateshead

This stunning building was designed by Forster and Partners and plays host to music from every corner of the world.

Northumberland National Park

Officially England’s most tranquil place and the perfect escape for walkers and wildlife-watchers alike.

Get talking

Group discussion

Why visit NE England?

Ask students to list the factors that will influence whether tourists choose to visit the North East.

Factors could include:

- *Convenience of travel*
- *Attractions*
- *Accommodation*
- *Cost*
- *Events – sporting events/concerts/festivals etc.*
- *Food and drink*
- *People and quality of service*
- *Knowledge of the area – quality of information available*
- *Connections to the area – family, friends*

What has the region got to offer tourists?

Ask students to list all of the tourist attractions and destinations they know in the region.

Ask students to group the attractions in their list by type:

1. *Natural*
2. *Historical*
3. *Cultural*
4. *Sport and leisure*
5. *Other*

Ask students to prioritise the attractions in order of how popular they think the attraction is with visiting tourists.

Ask students to prioritise them in order of place they would most like to visit.

When does a place become part of you?’

Watch the ‘When does a place become part of you?’ TV adverts available then discuss:

Ask students if they recognise any of the places featured.

Ask students if visited any of the places featured.

Ask students how the advert made them feel?

- Did it make you want to visit the places featured?
- Did it make you feel proud of the North East?
- Were you surprised that all of the places were in the North East?
- What do you think the people who created the advert were trying to make people do or feel?
- Do you think it is an effective advert? Why?

Discussion points

- Why do you think it is important to attract visitors to the North East?
- What makes something a tourist attraction?
- Do all popular tourist attractions share the same features?

Get active

Tour operator

You are a tour operator specialising in visits to the North East region.

You are currently organising tours for the following people:

1. A group of young men visiting the region for a Middlesbrough football match

2. **A family of six including three children under 10 years old and Grandma**
3. **A visitor from the USA who thinks they may have descended from the Border Reivers**
4. **A student coming for a day trip to get a taste of Newcastle before deciding where to go to University.**
5. **A couple from Stockton who are having a 'staycation' (holiday at home), they want to see a different side of the region from the usual tourist trails.**

Using the internet, guidebooks and leaflets develop an itinerary for these visitors suggesting where they might go and when.

Remember to consider

- How they will travel around?
- Where they will stay?
- Where they will eat?
- How much will it cost?
- Activities?

Present your itinerary for each client highlighting why you have chosen that particular route and options. If you have time you could produce a leaflet or presentation about your tour.

Tourism marketing

You work in the tourism marketing team for your local area. You have been asked to produce an advert to encourage families to visit. You will need to pitch your idea to the regional tourist board and only the best ideas will be produced!

You can choose which medium to use:

- Poster
- Leaflet
- TV advert
- Radio advert
- Internet advert/viral campaign
- Email newsletter

Think about the selling points of your area – how can you express these in your advert?

Think about what tone you want for your advert? What tools can you use to make your advert memorable – humour? emotion? imagery?

Think carefully about the language you use in the advert – is it persuasive? does it create an appealing picture of the area?

You could invite a local tourism attraction, business or the council to act as the client to judge which team would win the pitch.

Tourist information desk

In group of two or three pretend you are working on the enquiries desk at your local Tourist Information Centre- how would you advise the following callers?

- 1. A bird watcher who loves all wildlife and wants to know a good place to twitch!**
- 2. A retired couple who like history but can't walk up steep hills.**
- 3. An art student who wants to see some new and exciting modern art.**
- 4. A family who want a good walk in the country with a nice pub for lunch nearby.**
- 5. A teenager who wants to have a surfing lesson with a group of friends**
- 6. A mother and daughter who want to go shopping but don't want to get wet if it rains!**

Gather your research, then, taking turns in your group, roleplay the calls with one student acting as the tourist and the other acting as the Information Officer.

Advertising agency

You work in an advertising agency and you have been commissioned to produce information aimed at teachers, encouraging school groups from other areas to visit the North East

Look through promotional brochures and leaflets of tourist attractions for inspiration.

What techniques do the brochures use to encourage people to visit?

Consider

- Language
- Imagery
- Useful information

Now create a brochure or leaflet that you think will successfully appeal to the schools market.

In teams present your ideas to your teacher who can judge which agency gets the business!

Get the answer

North East Tourism Quiz – Round 1

Using your knowledge of the North East, answer these questions about the region.



1. What is this North East landmark?



2. Which famous theatre is this?



3. What is this North East building?



4. Which Roman emperor had this wall built?



5. Which team plays at this football stadium?



6. What is this modern art centre called?



7. What is the name of this waterfall?



8. Which North East landmark is this?



9. In which shopping centre would you find this mall?



10. On which island is this castle?

North East Tourism Quiz – Round 2

Use the internet to research the answers to these questions.

1. What is the name of the artist who designed the Angel of the North, and in what year was it built?
2. Which pantomime will be performed at the Theatre Royal in Newcastle for Christmas 2009?
3. How tall is the highest tower of Durham Cathedral?
4. In what year was Hadrian's Wall made a UNESCO World Heritage Site?

5. What is the seating capacity of the Sunderland Stadium of Light?
6. What was the Baltic before it was a centre for contemporary art?
7. How tall, in metres, is High Force waterfall?
8. Which Greek monument is Penshaw Monument a half-sized replica of?
9. On what date was the Metro Centre opened?
10. Which saint founded the monastery on Holy Island?

North East Tourism Quiz – Round 3

Fill in the missing words to complete these sentences. You can use the internet to help you.

1. The Millennium _____ was opened in _____ and crosses the River _____ next to the Baltic Centre for Contemporary Art. It connects Newcastle and _____. It was designed by architects _____ Eyre and structural engineers Gifford. The bridge is often referred to as the '_____ Eye Bridge' due to its elliptical shape and its rotational movement.
2. The National _____ Centre is situated in Monkwearmouth in _____ on the bank of the River _____ on the former site of the _____ and sons shipyard. The centre is close to St. _____ Church, part of the original Monkwearmouth-Jarrow _____ built in 674. It was here that Benedict _____ introduced glass making into Britain, by hiring French glaziers to make the _____ for the priory.
3. The _____ is situated in Gateshead, and holds the title of _____ shopping centre in the _____ Union. It was opened on the 14th of _____ 1986. Until 2008 it featured an entirely enclosed theme park called _____.

4. _____ is a country house near _____ in Northumberland. It was the first house in the world to be lit using _____ power. Built into a rocky hillside above a 4 km² forest garden, it was the country home of Lord _____ and has been in the care of the _____ Trust since 1977.

5. _____ Wall is a stone and turf fortification built by the _____ Empire across the width of northern _____. It was built to prevent raids on Roman Britain by the _____ tribes (ancient inhabitants of Scotland) to the north, to improve economic stability and provide peaceful conditions in Britain, and to mark physically the frontier of the Empire. It runs west from _____ at Wallsend on the River _____ to the shore of the _____ Firth.

North East Tourism Quiz – Round 1 Answers

1. The Angel of the North
2. Theatre Royal, Newcastle
3. Durham Cathedral
4. Hadrian
5. Sunderland AFC
6. The Baltic (Centre for Contemporary Art)
7. High Force Waterfall
8. Penshaw Monument
9. The Metro Centre
10. Holy Island (Lindisfarne)

North East Tourism Quiz – Round 2 Answers

1. Anthony Gormley in 1998
2. Cinderella
3. 218 ft (66 metres)
4. 1987
5. 49,000
6. A flour mill
7. 20 metres
8. Temple of Hephaestus
9. 14th of October 1986
10. Saint Aidan

North East Tourism Quiz – Round 3 Answers

1. The Millennium Bridge was opened in 2001 and crosses the River Tyne next to the Baltic Centre for Contemporary Art. It connects Newcastle and Gateshead. It was designed by architects Wilkinson Eyre and structural engineers Gifford. The bridge is often referred to as the 'Winking Eye Bridge' due to its elliptical shape and its rotational movement.

2. The National Glass Centre is situated in Monkwearmouth in Sunderland on the bank of the River Wear on the former site of the JL Thompson and Sons shipyard. The centre is close to St. Peter's Church, part of the original Monkwearmouth-Jarrow Priory built in 674. It was here that Benedict Biscop introduced glass making into Britain, by hiring French glaziers to make the windows for the priory.
3. The Metro Centre is situated in Gateshead, and holds the title of largest shopping centre in the European Union. It was opened on the 14th of October 1986. Until 2008 it featured an entirely enclosed theme park called Metroland.
4. Cragside is a country house near Rothbury in Northumberland. It was the first house in the world to be lit using hydroelectric power. Built into a rocky hillside above a 4 km² forest garden, it was the country home of Lord Armstrong and has been in the care of the National Trust since 1977.
5. Hadrian's Wall is a stone and turf fortification built by the Roman Empire across the width of northern England. It was built to prevent raids on Roman Britain by the Pictish tribes (ancient inhabitants of Scotland) to the north, to improve economic stability and provide peaceful conditions in Britain, and to mark physically the frontier of the Empire. It runs west from Segdennum at Wallsend on the River Tyne to the shore of the Solway Firth.

Attach the attraction!

Print a map of the North East region available on A3 paper or project the map on a whiteboard. Give students photos of famous tourist destinations in the North East region and ask them to place the destination on the map in the right location.

Get online

<http://www.visitnortheastengland.com/site/inspire-me/adventure-generator>

This a fun way to discover the region online. If you are looking for inspiration the Adventure Generator will come up with a selection of trips and places to visit in the region - test it out!

www.visitnortheastengland.com

What to see and do in North East England: the highlights, the hidden gems, shopping, food and drink, activities, entertainment and accommodation. Watch regional image campaign video, see images and interactive maps.

www.enjoyengland.com/destinations/find/north-east-england

The Enjoy England destination guide to the North East with information on short breaks and days out including: attractions, event, tickets and passes and travel. Share your photos and ideas, take part in visitor polls, read blogs and watch Enjoy England videos.

www.northeastofengland.com

A guide to the North East including message boards, visitor journals, links to news articles, businesses and a large range of local services. Section on regional attractions and activities with historical information, local folk tales, poems and a collection of old and new photographs.

North East area guides:

www.visitcountydurham.com

www.visitnorthumberland.com

www.visitnewcastle Gateshead.com

www.visitsunderland.com

www.visitmiddlesbrough.com

www.visitdarlington.com

www.visitredcarandcleveland.co.uk

www.visitsouthtyneside.co.uk

www.visitstockton.co.uk

www.destinationhartlepool.com

Get real

Attracting visitors to the North East from Australia and New Zealand: Case Study

In 2007, Emirates airline launched daily flights between Newcastle International Airport and Dubai. This created new opportunities to attract visitors to the North East from the Southern Hemisphere. The Tourism team looked at a lot of data to find out which countries would be most likely to respond to marketing about the North East and Australia was identified as the best product/market. The team designed a campaign to encourage Australians to visit the North East.

The campaign

The North East had never been marketed directly to visitors from Australia. The team looked at lots of research about the type of Australians who would be attracted to what is on offer in North East England. They discovered that people defined as **Empty Nesters** and **Visiting Friends and Relatives (VFR)** would be most likely to want to visit.

To decide what to say in the campaign (**the messages**) the team had to find out would **motivate** Australians to visit the North East.

What they found out:

- Many older Australians have strong connections to Britain.
- People in Australia take about two years to make a decision about booking a long haul holiday so the campaign could not be short term.
- Value for money is a key consideration for this market when booking holidays.
- Heritage, culture and countryside have strong appeal for Australian visitors

The team planned activities to:

- Extend the North East England brand in to Australia by raising awareness of what the North East has to offer.
- Launch North East England as the new must-see part of Britain to explore.
- Create a consumer database so they could communicate directly with potential customers in Australia.
- Encourage tour operators to add North East England to their package in the future.
- They worked with VisitBritain and Emirates airline as people from Australia are unlikely to travel to the UK just to visit one area.

The team had a £200,000 budget which they spent on:

- Bringing Australian journalists to the North East to generate positive press coverage.
- TV advertising on Australian television
- Press adverts in Australian newspapers and magazines
- Newspaper supplements
- Dedicated website www.northeastengland.com.au
- A competition to win a holiday so that they could collect people's name and contact details.
- E-communications to VisitBritain database
- North East England taster guides

To reach the target audience the team made sure that:

- Adverts appeared on the UKTV channel (that shows British television programmes in Australia) which is watched by lots of people with connections to the UK.
- Advertising was placed during programmes where the viewing profile matched the target audience (older people with high levels of income).
- The models in the TV adverts were the same age as the target audience.

More information

You can view the advert at www.visitnortheastengland.au

Destination marketing: Newcastle Gateshead Initiative

Created five years ago, Newcastle Gateshead Initiative (NGI) is now an award winning destination marketing agency, widely recognised as one of the UK's strongest. NGI uses the wealth of local culture to promote Newcastle, Gateshead and North East England and to attract new visitors. By developing the

'twin city' approach to marketing, NGI were able to combine the best of Newcastle and Gateshead to create a powerful marketing campaign which has helped position the area as one of the most exciting places in the country to visit and do business. Attractions such as BALTIC Centre for Contemporary Art and events including; Evolution music festival, EAT!, NewcastleGateshead Food Festival and the Northern Lights Film Festival, have help put NewcastleGateshead firmly on the map in national and international arenas, as a world-class place in which to live, work, learn and visit.

Get out:

Visit your local tourist information: arrange a time to meet with an Information Officer to interview them on who visits the area / which attractions are most popular / what are the most commonly asked questions by tourists?

Visit a local attraction: find out as much as you can and write an article for a magazine to attract visitors.

Visit your local town centre: do a survey about what you see that is tourist related? Are there special signs/information boards giving historical or cultural information / information in foreign languages / bus or walking tours?

Destination NorthEast

Get ready

- 'The Marketing the Region' PowerPoint presentation
- Magazines and newspapers for cutting up
- Access to the internet

Get the knowledge

Millions of pounds are spent every year on marketing tourist attractions and places. Just think about the adverts you see on television for attractions such as Alton Towers or Disneyworld, holiday resorts and even whole countries. But we all know that everyone has different views on where they would like to visit and what makes a good holiday. Some people love active holidays with lots of outdoor activities, other people like to relax at a spa or spend their time shopping. The type of places you will visit depends on lots of different factors:

- The reason for the visit:
 - a holiday
 - sightseeing
 - visiting an attraction
 - visiting friends and relatives
 - going to an event
 - business
 - education
- Your lifestyle - what do you enjoy doing?
- Family and friends – are there children/older relatives/friends to consider
- Budget – how much money do you have to spend?
- Convenience and accessibility – do you have a car or live near an airport? Are you disabled and need to go to accessible venues.
- Your values – is it important to you that places you visit are ethical and green? Do you like to feel like part of the local community?
- And much, much more...

Marketing tourism: reaching the right tourists

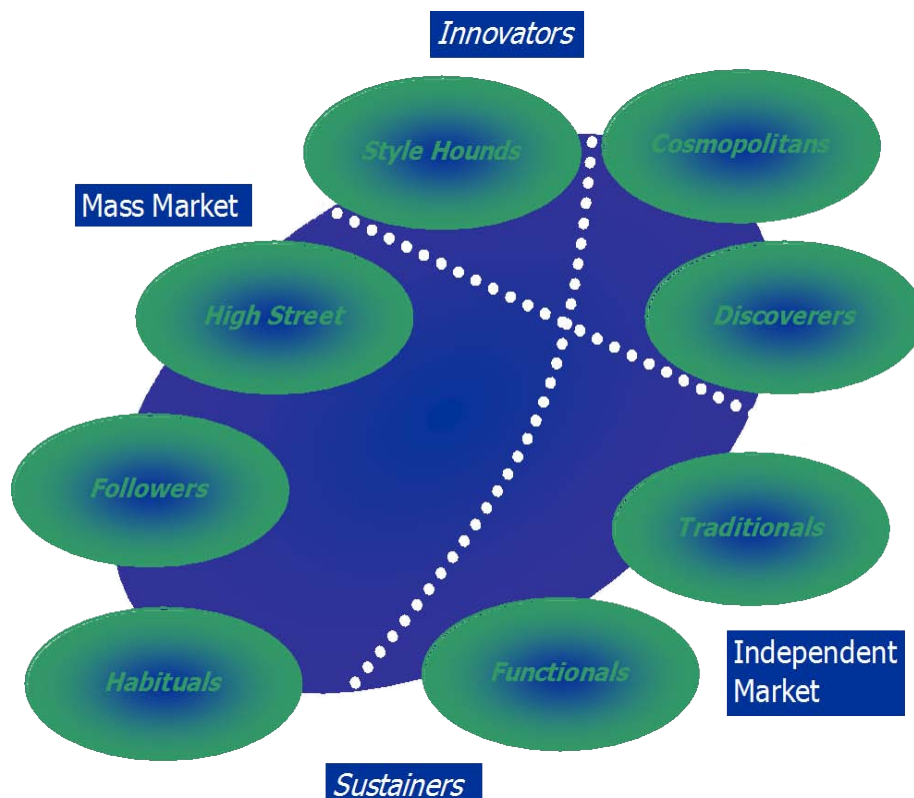
Because there are so many factors to consider and limited money to spend, the people trying to attract visitors to an area have to think very carefully about how they make sure that their advertising reaches the right audience. For example, it could be a waste of money to advertise a theme park with lots of roller coasters to an older couple with no children who like visiting museums, and a large family with young children are unlikely to book a cheese and wine weekend at a boutique hotel.

Although a person's age and occupation can tell you a lot about where they might and might not visit, they cannot show the full picture and people's choices change depending on circumstances – for example the parents of the large family might love to go on the cheese and wine weekend if it is their wedding anniversary! So a more sophisticated tool was developed to help tourism marketing teams to reach their target visitors. This tool defines tourists by two key factors

- **'Aspirations'** which includes 'Life Values' and 'Willingness to pay'; and
- **'Choice Drivers'** the practical considerations such as income, responsibilities and other life factors

People are grouped together based on these factors into different types or characters of tourist. This method gives a more rounded view of the tourist which is more helpful for marketers.

The method is called the ArkLeisure segmentation. Using the method, tourists fall into one (or more) of eight different 'characters'.



ArkLeisure segmentation model

Each 'character' has personality traits and preferences and by understanding these, tourism marketers can design campaigns and information to appeal to their interests and values.

Use the 'Marketing the Region' PowerPoint presentation to contrast the interests and choices of different personalities.

It is important to remember that marketing is all about targeting the right people with the right type of information. But you must also remember that by targeting one group you might be putting off another group, so you have to be sure that you are targeting the people most likely to visit your area or attraction or buy your products and services.

Who visits the North East?

29% of the visitors who come here have children under the age of 15. This is higher than the national average.

The remaining 71% are couples and groups of friends in the 25 - 50 age bracket, and empty nesters (mature couples whose children have grown up and left home).

So who are these people? What are they like? What is it about our region that attracts them?

Using the segmentation tool described above frequent visitors to the North East can be classified into four main types:

1. Cosmopolitans
2. Traditionals
3. High Streets
4. Discoverers

Below is a 'pen portrait' (a full customer profile) of each type and an example of a visitor to the North East that fits the profile.

Cosmopolitans

Outlook

- Strong, active and confident
- Do what they want rather than follow any particular fashion
- Stylish people, but individuality rather than fashion is important
- Comfortable trying new things that are out of the ordinary
- Happy to adopt traditional values when appropriate
- Early adopters, especially of technology, but based on personal interest rather than fashion
- Value and seek functionality in their purchases
- High-spending market, find it easy to justify expensive alternatives

- Individual attention is very important - and they are willing to pay for it
- Risk takers, they desire things that are new and different and like new challenges, both physical and intellectual
- Appreciate art and culture
- Full active lives, yet peace and relaxation are still valued

Demographic profile

- 19% of the GB population
- Even breakdown of ages: 34% under 35; 29% over 55
- 69% have internet access
- 33% have children at home
- 27% single, 51% married/ living as married
- Slight bias towards the higher Social Economic Groups: 57% ABC1
- 21% retired

Interests and activities

Personal interests - Cosmopolitans like shopping, cooking, arts and culture.

Days out and attractions - light bias towards heritage and arts or cultural attractions. Their active nature is also reflected in the fact that they have a strong appeal towards days out in the 'great outdoors' - this could be visits to a National Park, a walk in the country side or a day at the beach. The atmosphere that they are looking for in a day out is something that is educational and something that is mentally challenging.

Shopping - In addition to quality high street outlets, they like places to shop that have a strong independent sector (e.g. antique shops or specialist shops).

Eating & drinking - Cosmopolitans are the segment to eat out most often and are drawn to new, self found, or non-chain restaurants.

Nights out - Cosmopolitans have a range of nights out that appeal and these include comedy, cabaret, theatre and ballet.

Media - They spend less time viewing TV than the majority of other segments.

Holidays - They are the most likely segment to take long haul flights and more independent operators.

Meet the Cosmopolitans:

Lucy and James live in London and are in their early forties. Their main reason for coming to the North East was to see the new exhibition in the MIMA art gallery in Middlesbrough. They also hope to visit Newcastle/Gateshead to take part in the EAT festival (a celebration of food) and see a play at the Northern Stage. If the weather is nice they might go mountain biking. James booked their room at the Malmaison Hotel on Newcastle's Quayside using his iPhone. They went to Brazil earlier in the year for a holiday.

Traditionals

Outlook

- Main stream - members are self reliant and influenced by values not fashion
- Brand name is not a key driver for purchases, but they are not brand averse
- More likely to hold traditional values
- Functionality is more important than style, though they like something out of the ordinary
- Value good service, and will pay for it, especially in terms of individual attention
- Sensible spenders unlikely to justify spending on expensive alternatives
- Live life at a relaxed pace, enjoy intellectual challenges, arts and culture.

Demographic profile

- 10% of the GB population
- Older profile: 73% over 45, 53% over 55
- 57% with internet access
- 21% with children at home
- 51% married or living as married, 28% widowed, separated or divorced
- 43% C1C2, 36% DE
- 58% took an overseas holiday in past 3 years
- 41% retired, 31% working full time

Interests and activities

Days out and attractions - days out geared towards heritage and investigation. This includes National Trust attractions, churches and cathedrals and botanical gardens. They are looking for days out and attractions that are peaceful, relaxing, nostalgic and educational.

Personal interests - interests include gardening and arts and culture.

Eating & drinking - the traditional pub is the type of eating and drinking establishment that holds the greatest appeal.

A good night out - they like going for a drink or a meal out.

Holidays - being an older segment, they are most likely to use Saga, but also domestic niche operators (eg English Country Cottages). They are also most likely to use the telephone for booking.

Media - they enjoy news, history and nature programmes on TV.

Meet the Traditionals

Pam and John are retired and live in Lincoln. They have booked a week in a holiday cottage in Northumberland. They are planning to use it as base for day trips to Alnwick Gardens, the Farne Islands and Durham Cathedral. They found the cottage in a brochure they were sent and called the agent to book. They chose the cottage because it was near to the village pub and local shop.

High Streets

Outlook

- Take their information from other sources, rather than discover things for themselves
- Interested in fashion brands, style is more important than functionality or individuality
- Care what others think, which may hold back their choices
- Not first adopters of new things, but quicker than most segments
- Keen to follow when a fashion has been established
- Prepared to spend money on getting a good service
- Prepared to try new and different things, if they are in fashion
- An active segment, moderately interested in sports

Demographic profile

- 18% of the GB population
- Even split of ages: 30% under 35, 38% over 55
- 57% with internet access
- 30% have children at home
- 52% married or living as married, 24% single
- 50% ABC1, 50% C2DE
- 64% taken an overseas holiday in the past 3 years
- 27% retired, 42% working full time
- 69% owning their home (with a mortgage or outright)

Interests and activities

Days out and attractions - the High Street segment likes most days out. There is a slight bias towards historical/ heritage attractions and living history attractions. They are looking for an educational experience from their days out. Cinema and theatre visits are also popular choices for this segment.

Shopping - being interested in fashion brands, days out that involve shopping appeals greatly to this segment. They are drawn to the main high street fashion stores (eg Next & River Island). For their shopping trips they like to go to places with a mid range offer but with a degree of quirkiness.

Eating & drinking - High Streets like the mass market, established, well known chains (e.g. Bella Italia/ Pasta, TGI Fridays).

Media - they enjoy soap operas and children's TV.

Holidays - they are most likely to use a travel agent for booking holidays. Family orientated brands dominate (eg Butlins, Eurocamp, Centreparcs). This is the segment most likely to choose London for a break with their partner. It would be straightforward to entice this segment with the reassuring hotel, shopping, eating and theatre brands.

Meet the High Streets

Emma, Katie and Linda are three friends all aged 35. They visited Newcastle for a day trip from their home in Cumbria. They spent the day shopping and had lunch on the Quayside at the Pitcher and Piano restaurant. In the afternoon they went for beauty treatments at a trendy salon and finished off the day watching a musical at the Theatre Royal before heading back home.

Discoverers

Outlook

- Independent of mind
- Least likely to be worried about what others might think
- Hardly influenced by style or brand unless it represents the values they are seeking
- Function far out rates style as a purchase driver
- Quite high spenders - value new products, services and experiences
- Judge their value for themselves: will spend if the product suits their needs
- Value good service
- Live a relatively relaxed pace of life
- Enjoy intellectual challenges, but arts and culture not really important to who they are

Demographic profile

- 13% of the GB population
- 47% between 25 and 44, 26% over 55
- High internet users: 70% with access
- 29% have children at home
- 55% married, 26% single
- 54% ABC1
- 70% took an overseas holiday in last 3 years
- 85% car ownership
- 45% have a mortgage

Interests and activities

Personal interests - these include attending sporting events, computer games and DIY.

Days out and attractions - Discoverers are drawn towards attractions that are geared towards investigation and amusement. This could include attractions such as zoos, science museums or living history attractions. They want to be fascinated and absorbed by their days out and go for something out of the ordinary.

A good night out - Discoverers enjoy live music.

Shopping - a Discoverer is looking for something that is different from the norm and is more likely to be attracted towards markets.

Eating and drinking - the types of eating and drinking establishments that appeal to a Discoverer are modern, functional but service orientated. This segment eats out frequently.

Media - they have a wide variety of interests when it comes to TV viewing including films, sport, nature comedy and science programmes.

Holidays - they prefer independent travel companies. They are a group likely to holiday off the beaten track or to try to learn something new on their holiday.

Meet the Discoverers

Ben and Michael are 27 and 28 year old and visiting Tynemouth for the Festival of Extreme

Sports. They are looking forward to trying out the sports and exploring the local area. They also have tickets to see their favourite band at the Stadium of light in Sunderland. Ben is a studying for a PHD in biology and plans to visit the Centre for Life as part of the visit. Later in the summer they are driving a camper van around Europe.

Working together

Tourism organisations work with local attractions and businesses to put together packages that appeal to different audiences. By linking attractions and events together, you are more likely to persuade people to spend their time and money visiting the region and, they are more likely to stay for longer and spend more money! An example is the 'Children's Book Trail'.

Children's book trail

ONE NorthEast created a trail linking up all of the attractions in the region that related to children's literature and marketed them together to appeal to families with children of varying ages. By creating the theme and highlighting the how many 'children's book' related attractions there are in the region, the agency was able to gain publicity in the media. This joint approach can have greater impact than each individual attraction working to market itself in isolation.

Get talking

Group discussion:

Where we like to go on holiday

Ask students to talk to their friends about the type of holidays and day trips they and their family enjoy:

1. Do different members of your family like to go to different types of places?
2. What would be your ideal holiday and why?
3. Where did you go on your last holiday or day trip – who decided where you were going?

Reading adverts

Ask students to compare different adverts for tourist attractions/hotels/travel offers from magazines and newspapers

- Who do you think the advert is aimed at?
- What are the clues that make you think that the advert is targeted at a particular audience?

Get active

Mood Board

Using magazines and newspapers, create a 'mood board' (like those on the PowerPoint) to illustrate one of these four 'personalities' (or use the PowerPoint to find descriptions of a further four personality types).

Think of celebrities, TV characters or members of your family that you think might fit that personality and explain why.

Using the internet and the resource pack find a tourist attraction or destination in the North East that you think would appeal to people who fit in your chosen personality.

Put together a presentation explaining how you would market your local town or a tourist attraction of your choice to attract these types of visitors:

1. What features would you highlight?
 2. Where would you advertise?
 3. What would your adverts look like?
-

Marketing campaign – new faces

Take a famous North East attraction: describe who you think their main visitors are and develop a marketing campaign so that they could reach new types of visitors.

You could focus on a niche market, a specific country or a target a particular type of tourist.

A fitting menu

Imagine you own a café just down the road from one of these attractions:

- a) **Durham Cathedral**
- b) **The Stadium of Light, Sunderland**
- c) **A leisure pool and adventure park**
- d) **A theatre in Newcastle city centre**
- e) **The start of a National Trust country walk**

In groups discuss these questions:

Who do you think your main customers will be?

What type of food and drinks do you think you should serve and why?

What times do you think the cafe should be open and should you open all year around or only in specific seasons?

How much do you think you could charge for your food?

Activity: Create a menu that you think will appeal to the tourists in your area.

Get real

Some tourism businesses target visitors who have particular needs and requirements. An example of this is the Calvert Trust at Kielder. They provide activity holidays for people with disabilities.

The Calvert Trust

The Calvert Trust was set up as a charity to enable people with disabilities, together with their families and friends, to achieve their potential through the challenge of outdoor adventure in the countryside. The Calvert trust charity was started in Keswick by John Fryer-Spedding after Harold Macmillan opened the first National Park in 1951, declaring that 'The National Parks are for all people for all time' – although not quite. Those who used a wheel chair or had another disability could not. Calvert Trust's second centre at Kielder was set up since by 1980 as it was clear that Keswick would never be able to expand enough to cater for the demand of people who wanted to visit, and since the Kielder Water was nearing completion it was an obvious location for an outdoor activity centre. The Calvert Trust now operates three centres – Keswick, Kielder and Exmoor. The Centres are aimed at schools, college students; disabled adults; families and individuals and visitors come from all areas of the UK.

The Centre is marketed through an In house website, tourism websites; free directories, mailings, exhibitions, talks, magazine and newspaper advertising.

The Trusts believes in investing in training all staff so that they are able to treat the guests with high levels of care, professionalism and respect. "We have satisfied customers, happy and refreshed families, rejuvenated carers and disabled individuals, and this leads to repeat business".

Get online

Children's book trail

<http://www.visitnortheastengland.com/site/inspire-me/visitor-itineraries/childrens-book-itinerary>

Press articles about the book trail

<http://www.dailymail.co.uk/travel/article-1196356/From-Harry-Potter-Alice-Wonderland-North-East-provides-plenty-literary-inspiration.html>

<http://ezinearticles.com/?The-Childrens-Book-Trail-in-North-East-England&id=2492751>

Get out

Attractions you could visit:

- Alnwick Castle and gardens - www.alnwickcastle.com
- Hadrians Wall - www.hadrians-wall.org
- Angel of the North - www.visitnewcastlegateshead.com
- BALTIC Centre for Contemporary Art - www.balticmill.com
- Holy Island and Lindisfarne - www.visitnorthumberland.com
- The National Glass Centre - www.nationalglasscentre.com
- The Bowes Museum - www.thebowesmuseum.org.uk
- Raby Castle and High Force - www.rabycastle.com
- Hartlepool's Maritime Experience - www.hartlepoolsmaritimeexperience.com

When visiting an attraction, students could survey of visitors to see if you can ascertain which of the Ark segments you think they fit into and create a visitor profile report. Remember to ask permission from the attraction. Alternatively, students could inspect the attraction and produce a report as to how they think that attractions has catered for particular types of visitors and make recommendations as to how the attraction could improve their appeal to that visitor type.

Enterprise Tourism

Get ready

- Access to the internet
- Facts about North East Tourism
- Tall Ships fact sheet
- A Dragon's Den and some Dragons!

Get the knowledge

We have learned that tourism is an important business sector in the North East. There are lots of different types of businesses involved in tourism from large multi-national companies (such as the international hotel chains) to small locally owned businesses (such as a bed and breakfast). To help the tourist industry grow and develop, ONE NorthEast is supporting people to set up tourism-related enterprises.

In most respects, developing a tourism business is the same as developing any business. You need to make sure you know your market and your product, and you need to do all the right planning and research. However, there are many factors outside of your control that can affect the success of a tourism business:

- Tourism businesses often rely heavily on their connection with a location.
- Tourism businesses are often events-led and seasonal.
- Natural factors such as the weather have a disproportionately high impact on tourism businesses compared to most others.
- Crime, terrorism and public health issues such as the recent swine flu outbreak can affect visitor numbers through travel restrictions and increased safety concerns amongst potential travellers.
- Tourism businesses are heavily affected by the state of the economy both in the UK and abroad. If our economy is strong then the cost of staying in the UK can be very high for overseas visitors. Equally, the recent difficult economic climate has meant that many more UK residents have stayed in the UK rather than holidaying abroad.

- Media reports both positive and negative about a country or area can have a large impact on the success of tourism businesses.

Developing a tourism business

The rest of this session will focus on helping students to think through the stages of developing a successful tourism business.

Tall Ships Tourism Business Plan

In 2010, Hartlepool in the North East will be hosting the Tall Ships race, an internationally renowned event (see fact sheet for more details). This is a big opportunity for the region's tourism industry to attract visitors and make them aware of all that the North East region has to offer. Many business owners and entrepreneurs also have the opportunity to take advantage of the influx of visitors to Hartlepool.

Working in teams, use this template to develop a business plan for a business start up focused on the Hartlepool Tall Ships 2010 (*another option could be to focus on business opportunities arising from the 2012 Olympic Games*). Try to answer each of the questions under the heading and remember, only the most convincing business plans attract the support needed to set up a business!

Tall Ships enterprise business plan	
Introduction	<ul style="list-style-type: none"> • What is the aim of your business? <i>For example to offer high quality, locally sourced fast food for visitors to the Tall Ships Festival or to provide low cost accommodation for young people involved in the Tall Ships race.</i> • Who will be your customers? <i>For example day trippers to the Tall Ship race or people staying overnight in the Hartlepool area.</i> • How will you tell people about your business? <i>Big launch campaign/Onsite signage and word of mouth/in the local newspaper.</i> • You will need to choose a name and design a logo for your business. <i>Remember that your business is linked to the Tall Ships race.</i> • Who is/will be your competition? <i>For example McDonalds or the local chip shop.</i>
Business opportunity and aims	<ul style="list-style-type: none"> • Do you see a gap or a niche in the market? <i>For example there are no five star hotels in Hartlepool or there is a shortage of sandwich shops.</i> • What is the product or service you want to offer?

	<ul style="list-style-type: none"> • Where did the idea come from? • What skills or contacts will help you to make this business a success? • What will be the benefit to the local community of your business? • What is the length of your business? <i>When will your business open? Will your business stay open after the Tall Ships Race?</i>
Market research	<ul style="list-style-type: none"> • Market research – knowing your customers and competitors. <i>The research should attempt to answer questions such as: what is the target market for the new business' products? Who else is in this market? Is the idea already in the market? Can the new business offer something that existing businesses are not providing? Where are the customers based? What is the best way of reaching them? What do they really want? Can the product be improved? When do they want it? How should the product be sold or distributed? How much are these customers prepared to pay? How are they reached? What is the best way of promoting the product?</i> • Primary research: <i>What will you do and why surveys, questionnaires, observations and comment cards, online surveys.</i> • Secondary research: <i>What could you do and why -online research, gathering information from other organisations etc.</i> • Competitor research: <i>Who are your competitors, what do they charge for their goods or service</i> • Partnerships: <i>Who could you work in partnership with? (for example, a hotel may work in partnership with a health club to offer leisure facilities to their guests).</i>
Marketing plan	<ul style="list-style-type: none"> • Product: <i>Describe your product/service in detail, including extra features such as customer service. What is your unique selling point (USP) – ethical issues, access issues, local links, or connection to the Tall Ships race.</i> • Price: <i>How much will you charge for your product and why?</i> • Promotion: <i>Why do you need to promote your product? What aspects of the product are you promoting? How and where will you promote your product or service? What are the different types of promotion and why are they likely to be successful? Discuss ways of measuring how well your promotion has worked.</i> • Image: <i>What image do you want to create with your product or service? How will you achieve this image? (packaging, design, furnishings etc.)</i> • Distribution/place: <i>How will you get your product to your customers? Where will your business be located and why?</i>
Human resources	<ul style="list-style-type: none"> • Will you need to employ anyone to work in your business? <i>If so, what will they do?</i> • What skills will they need? • Write an organisational plan to show who will work in your business.
Financial plan	<ul style="list-style-type: none"> • How much money do you need to set your business up? <i>Include</i>

cost lists (proof of research of as many costs as possible).

- How much money to you forecast to make?

Get the facts: Hartlepool Tall Ships 2010

Hartlepool will be hosting the 54th Tall Ships' Race.

Each year, between 70 and 100 ships arrive from 15 to 20 countries to take part.

Up to one million people are likely to visit Hartlepool for the event.

The first race in 2010 will sail from Antwerp, in Belgium, to Aalborg, in Denmark. The fleet will then cruise leisurely to Kristiansand, in Norway, for the start of the second and final race to Hartlepool.

The main driving forces behind the Hartlepool event are Hartlepool Borough Council, PD Teesport and Hartlepool Marina Ltd, along with race organisers Sail Training International.

The largest vessels in the fleet are A class square riggers, which are over 50 metres (about 150 feet) in length. They will be berthed within Victoria Harbour when they come to Hartlepool. The smaller B, C and D craft will be within the marina.

The masts on the biggest of the Tall Ships are roughly the same height as the giant cranes working in nearby Victoria Dock.

At least half of a tall ships crew must be aged between 15 and 25.

The main aim of the event is to provide an opportunity for young people to develop their personal skills in a challenging and memorable sail training environment.

Hartlepool Quays beat off stiff competition from Leith, Aberdeen and Newcastle to become the only UK host port for 2010.

Up to 4,000 crew members could converge on Hartlepool for the event. They would more than fill the Royal Albert Hall in London.

A 66,000 square yard Tall Ships Village will be established for the event.

Three hundred film crews are expected to cover the event.

The ships will hail from between 15 and 20 countries, crewed by thousands of young people from 30 countries worldwide.

The night before the ships leave Hartlepool on 10 August there will be three magnificent firework displays and a beacon lighting at Seaton Carew promenade.

While the event officially runs between 7-10 August 2010, vessels will start arriving from Wednesday 4 August.

Get active

Tall Ships Dragons Den!

Role play: A local business leader wants to invest money in new businesses related to the Hartlepool Tall Ships 2010. She has invited young entrepreneurs to present business ideas in order to secure investment. Using the business plan you developed put together a presentation to convince the investor that you have an idea that is worthy of investment. Remember the investor will want to be sure that your idea is well researched and planned, so do your homework before you enter the Den!

Choose a panel of students/teachers or local business people to act as Dragons – questioning presenters and deciding which ideas are deserve investment.

Tourism business awards

Role play: You have been asked to judge the regional tourism business awards.

Choose a category such as:

- Best marketing campaign
- Best customer service
- Best website
- Best value attraction

Decide on the judging criteria.

Now find three businesses to be on the short list and decide who will be the winner and why. *Remember the other businesses will be very upset not to win so you must be able to show that you have been fair and that the award is well deserved!*

Get talking

Group discussion

What is a tourism business?

Ask students to list all of the types of businesses that serve or are related to tourism and visitors.

Ideas should include

Accommodation

Travel

Food and drink outlets

Shops

Leisure attractions

Entertainment venues

Tours and information services

Ask students to list the factors that could affect the success of a tourism business?

Ideas should include:

- *Weather*
- *Events*
- *Sporting events*
- *Conferences*
- *Cost*
- *Trends*
- *Quality of accommodation*
- *Transport*
- *Seasonal factors*
- *Marketing*
- *The economy*
- *Competition from other areas*

Business minded

Ask student to list the important considerations when setting up a tourism business?

Prompts could include:

- *What will your business sell/create/deliver?*
- *Location – are you near to any other tourist attractions? Is it already a busy area for tourists or are you creating a new market?*
- *Seasonal – will your business be affected by the different seasons and what about the weather?*
- *Employees – are there people locally to work in your business? Do you need any particular skills in your business, or will you be able to find or attract people with those skills?*

Ask students to break down their list into:

- Short term factors
- Medium term factors
- Longer term

Discussion points

Q. How should tourism businesses in the North East benefit from the 2012 Olympics in London?

Get online

Information to support Tourism businesses in the region -

<http://www.tourismnortheast.co.uk/>

For general enterprise information and advice

www.enterpriseinschools.org.uk

Local event ideas

- Durham Regatta, June - www.durham-regatta.org.uk
- Tynedale Beer Festival, June - www.tynedalebeerfestival.org.uk
- Sunderland International Air Show, July - www.sunderlandevents.co.uk/event
- The Mouth of the Tyne Festival, July - www.northtyneside.gov.uk/mouthofthetyne
- Hartlepool Tall Ships, August - www.hartlepooltallships.co.uk
- Summer Food Festival, August - www.visitnortheastengland.com/site/what-to-see-and-do/events
- Bupa Great North Run, September - www.greatrun.org/
- Allendale Tar Bar'l Ceremony, December - www.visitnortheastengland.com/site/what-to-see-and-do/events

National events

- There are lots of educational resources on the 2012 Olympics education website – getset.london2012.com

Get real

Alistair McLean, Entrepreneur, Activities Abroad

Activities Abroad is a tour operator specialising in activity and adventure holidays – everything from a trip to Lapland to see the Northern Lights to a white water rafting break in Costa Rica. The company has been operating for eight years

Alistair set up the company after getting frustrated with his boss and realising that he wanted to work for himself.

“I knew the only way to satisfy my desire for greater control over my own life was to start my own business so I sat down with a blank piece of paper and wrote down the things I most liked in life. Top of the list were travel and adventure sports. I decided there and then that this was what I would like to combine so an Activity travel company was born.”

Alistair made sure he was aware of emerging trends in the Tourism industry and so he knew that Activity Holidays were forecast to grow considerably and that there were not a lot of companies offering niche multi-activity trips.

Initially the company targeted families with active lifestyles and reasonable levels of disposable income. But as the company has grown the market segments have expanded. They have introduced holidays for younger people, both single and couples, and developed a corporate and incentive side to the business. “We bought a golfing holiday company last year and are in the process of developing two new products, winter weddings and honeymoons, and “Well Deserved” trips aimed at wealthy over 50’s with high disposable incomes and time to spend that income.”

In 2009, Activities Abroad will carry around 4000 passengers on a wide variety of summer and winter holidays. Although the company is based in rural Northumberland, approximately 75% of the company’s customers are from the Home Counties surrounding London. Alistair thinks this is because the Home Counties are a highly affluent area with easy access to airports.

Alistair thinks that good customer service is the most important ingredient for a successful tourism business. “Our repeat and “word of mouth” business has stood us in very good stead during the economic downturn because we deliver what we promise and very often more than that,” says Alistair.

www.activitiesabroad.com

Saddle Skedaddle

Saddle Skedaddle was set up 14 years ago after the owners, Andrew and Paul, went cycling around South America. They loved it and thought it would be a great way to make a living. They were also interested in fair trade, responsible tourism. As Paul had roots in North East they decided to set up their

business in the region and now employ six full time staff in office, part times guides all over world.

Saddle Skeddadle started organising local, weekend bike trails, as things went well, they expanded into biking weekends to Europe (Northern Spain) and then longer cycling holidays in Europe and South America. They realised that many companies who also did cycling holidays were multi-activity holiday companies and they saw gap to specialise in cycling only.

This is a niche business mainly aimed at a particular customer -cycling enthusiasts.

They offer three types of holiday that cater for a wide range of cyclists:

- Cycling for leisure
- Mountain bike holidays
- Classic road holidays

In 2008 two and half thousand people took part in one of their trips. 70% of their customers were from the UK and the average age of a customer was 40-45 years old. Saddle Skeddale is marketed online and in cycling publications and at cycling events.

Adam at Saddle Skeddadale says that the secret to success is being passionate about your business and focussing on something you are interested in. It is really important to know your market and what you do inside out!

Get out

Visit a popular tourist attraction and map the other businesses in the area that rely on that attraction.

Career Tourism

Get ready

- Pens and paper
- Magazines and newspapers to cut up
- UKSP website

Get the knowledge

When people think of tourism jobs what comes into their mind?

- Working in a hotel?
- Travel agent?
- Seasonal work at a theme park?

In the past people often thought that jobs in tourism were low paid and had little opportunity for promotion and development. But tourism is a wide and varied sector, offering lots of different career opportunities, from working at the frontline with customers to working in an office writing strategies and plans. Some jobs in tourism require special skills or qualifications, and for other roles you can learn on the job. Whilst different jobs require different skills and knowledge, most jobs in tourism require good:

People Skills:

If you want to work in the tourism and hospitality industry you will need to have excellent people skills. People skills are important in two ways, firstly from a teamworking perspective, because employers want to know that you will work well with other members of the team and other business contacts. Secondly employers want to know that you have good people skills for working with customers and delivering outstanding service to ensure customers return time and time again.

Teamwork:

When working in the tourism and hospitality industry you will work with many different people who are all trying to give the best service to your customers - this is why good teamworking skills are important. It is important to recognise that different people will require different approaches and you will therefore need to be aware of both yourself and others. It is especially important to work

well with colleagues during a crisis or when solving a problem. As many careers in tourism involve working with the public, you can't always control what happens and you need to work with your team members to make sure everything runs smoothly – whatever the circumstances!

Enthusiasm:

Many tourism and hospitality employers believe that enthusiasm is the key to a good employee. Enthusiasm is contagious and if you are passionate about your job and the region, it will rub off on visitors. When people are on their holidays, or even on a day trip, they want to deal with friendly, happy and helpful people.

Communication Skills:

When working with visitors you need to be able to communicate clearly and appropriately. People working in tourism need to be sensitive to different people's expectations and needs, for example you are likely to be dealing with people do not speak English. You will also need to consider what message your personal presentation communicates – if you are working on the reception at a five star hotel you cannot turn up to work in jeans and a t-shirt!

Commercial Awareness:

It is important to understand that whilst the tourism and hospitality sector is about delivering outstanding service and quality to ensure that customers come back, it is also about making money. Companies seek to grow in order to create more opportunities to attract new customers and in turn, give their own employees a chance to develop as the business grows.

Customer service:

Customer service is one of the main roles for people working in the Tourism industry. However good the service is some people will have complaints. It is very important to know how to deal with complaints so that problems do not escalate into even bigger issues.

Get talking

Group discussion

Skilling up

Ask students to list all the jobs you can think of that are related to tourism – do you need any special qualifications for any of these jobs?

Order the skills need by importance – which are the most crucial skills required?

Many hands!

Ask students to take one attraction, such as Beamish Museum, and list all the jobs needed to run it. Don't forget to think about the behind the scenes jobs such as HR manager/finance/administration.

For example:

Beamish Museum will employ

- Managers
- Education workers
- Historians
- Actors and actresses
- Tram drivers
- Shop keepers
- Ticket office staff
- Human Resources staff
- Marketing and PR
- Chefs
- Waiters/waitresses
- Finance staff
- Administrators
- Grounds people
- Maintenance and health and safety staff
- Carpenters/Electricians/Plumbers

Get the answer

What's my line?

Match up the job to the job description by drawing a line between the job described and the job title.

Job description
I welcome people to the hotel and check people in and out.
I run campaigns to encourage people to visit the region
I take your order and serve your food
I take groups of people around famous sites in the region
I spend a lot of time planning in preparation for a festival, fair etc.
I make sure that everything runs smoothly at the theme park.
I am in charge of ensuring that all rooms in the hotel are clean and tidy.
I run special activities for children and produce materials for teachers and schools to bring the exhibits to life!
I organise trips and arrange travel and accommodation for people
I help visitors find information about what is available in particular area

Job Title
Green badge guide
Head of housekeeping
Events co-ordinator
Tourist Information Officer
Operation Manager
Waiter
Receptionist
Marketing manager
Tour operator
Museum education officer

Get active

Get organised!

Devise an organisational chart for a tourism business. How does each job relate to each other. What are the main skills each job will need?

Build your own tourism employee

Take one position in tourism and list the tasks they might perform and the skills and attributes needed to do that job.

For example:

Receptionist

Tasks

- providing information
- giving advice
- receiving and passing on messages
- keeping records
- providing assistance
- dealing with problems
- dealing with dissatisfied customers
- offering extra services
- talking face to face with visitors
- helping to provide a friendly and supportive atmosphere for people of all ages

Skills and attributes

- polite
- aware of customers' needs
- good attitude
- good timekeeping
- smartly dressed
- organised
- friendly
- flexible on hours

Draw around a student and using the body outline and magazine and newspapers, creatively and visually express the attributes you have identified. For example, if you think that a manager of a tourism attraction would need to be able to undertake lots of tasks at one time your 'Body' might have more than one pair of hands or may be juggling different jobs!

You can display the finished 'Bodies' to show the wide range of tasks and skills involved in the tourism industry.

I have a complaint

Roleplay: In teams of two/three improvise this scenario:

A guest at a hotel is making a complaint to the receptionist about the choice of biscuits in her room. The receptionist cannot leave the reception desk and the biscuits are stored in the kitchen. Also, the guest has already had three refills of biscuits and there are no more flavours left. It is Sunday and the local shop is closed.

Student 1: Play the hotel receptionist

Student 2: Play the angry customer

Student 3: Play the hotel manager

- *How should the receptionist respond to the angry customer?*
 - *When should they call for the Manager?*
 - *How best can they solve the problem and diffuse the situation?*
-

Mystery shopper

To make sure that their service is up to scratch, many tourism and hospitality businesses employ mystery shoppers. A mystery shopper is paid to visit businesses and assess the quality of the service. Importantly, the business does not know who the mystery shopper is, or when they are coming, so they cannot prepare or purposefully try to impress them.

Design the criteria for a mystery shopping visit to a North East tourism attraction/restaurant/hotel

- What would you want to assess?
- Consider:
 - *Facilities – is it easy to get to/is there somewhere to get a drink etc.*
 - *Appearance – is the place clean, tidy, well decorated etc.?*
 - *Customer service – are the staff friendly, helpful and welcoming?*
 - *Health and safety*
 - *Special needs – is the place accessible for wheelchair users/does it have baby changing facilities etc.*

Produce a form that can be filled in to evaluate the organisation.

Visit an attraction, hotel or restaurant. Complete your form and produce a report or presentation on how your assessment of the place you visited.

A five star review?

Tourism businesses rely on word of mouth and recommendations to attract customers. In the past, this was mainly between friends and colleagues and in the local and national newspapers and magazines. Now, the internet and social networking sites mean that people can quickly and easily pass on their thoughts about a business to their friends, family and the world! There are many 'review' websites that help people make decisions about where to visit and go on holiday.

Imagine you have just been for a visit to a local tourism attraction (choose a tourist attraction you have visited or one you know well). **Write a review for a website to help other people make a decision about whether or not they should visit. What star rating would you give the attraction and why?**

You're hired!

Write a job advert for a tourism job of your choice:

- What should you include in the job description?
- What are the personal qualities and skills required for the post?
- Does your advert adhere to employment law regarding age and sex discrimination?
- What important information must you include in the advert?

Design an advert for your local newspaper which will attract suitable candidates.

Questions, questions

Roleplay

Student 2 is interviewing Student 1 for the advertised post.

Student 1: Applicant for the advertised post: you must demonstrate why you think you would be good for the role.

Student 2: Interviewer: you must devise questions to discover whether the applicant has the right skills and experience to be successful in the advertised job.

Does the applicant demonstrate the skills you identified as necessary for the job?

Get online

There is a wealth of information about jobs in tourism and customer service at www.uksp.co.uk including example job descriptions and information about salary levels and qualification requirements for wide range of roles in leisure, travel and tourism.

Review sites such as www.tripadvisor.com have lots of reports of good and bad customer service.

Get real

Tourism Consultant

Tourism consultants provide specialist management and development services to a particular tourist attraction or a specific area. They often focus on problem-solving or providing advice on a specific aspect of tourism marketing and development.

Typical work activities include:

- Undertaking factual desk research;
- Interviewing specialists or attraction visitors and tourists;
- Making fact-finding visits to specific sites;
- Analysing and evaluating primary and secondary research;
- Submitting recommendations through presentations and reports;
- Resolving specific issues as part of a multidisciplinary project team.

Typical consultancy commissions include feasibility studies, strategic marketing and planning, projects enabling urban or rural regeneration, and preparing and appraising applications for funding.

Tourism consultants usually enter this area after gaining experience of specific areas of tourism, or working in other areas such as finance, marketing or public relations.

The majority of tourism consultants are self-employed. Some work within specialist tourism consultancies. Others work for management consultants that have expertise in a number of other areas, as well as tourism.

Helen is a self-employed tourism consultant. She provides specialist management and development services in the North East.

She says: "I became a tourism consultant after working for several years as a tour guide. I have various roles, but I'm usually commissioned to conduct feasibility studies or preparing and appraising applications for funding. At times I'm also required to carry out strategic marketing and planning, and assist on projects enabling urban regeneration. My day can be made up of anything from doing research from my office to making fact-finding visits to specific sites. I also analyse and evaluate existing research and interview specialists, attraction visitors and tourists,

then submit recommendations through presentations and reports.”

Events Coordinator

Events coordinators are responsible for the planning, marketing and running of events on behalf of a client or your own organisation.

Typical work activities include:

- Assisting in the development of event programmes;
- Liaising with course delegates;
- Sourcing event venues;
- Administration;
- Maintenance of databases;
- Design of event literature such as posters and adverts;
- Monitoring the financial costs of events.

Event coordinators must have excellent organisational, planning and communication skills and be able to multi-task effectively. They will occasionally be required to stay away from home and will usually be required to drive.

Sam is an events coordinator who works for a large events company. He is responsible for the planning, marketing and running of events on behalf of his organisation.

He says: “My days are always very busy, which is great because I love it when I’ve got plenty to do. My duties vary; I can be doing anything from helping out with the development of event programmes to finding suitable event venues to designing flyers and adverts. I also have to do admin based stuff, such as keeping databases up to date or monitoring the financial cost of events, which can be a bit dull but then the next day I could be travelling to an event at a glamorous location which makes up for it!”

Tour Operator

A tour operator provides holidays and travel for groups or individuals. The duties carried out by a tour operator vary depending on the time of year and include:

- Deciding how many holidays to sell each season and the resorts/countries to use;
- Visiting resorts to ascertain accommodation quality/suitability etc;
- Liaising with coach operators, airlines, hoteliers and resort reps;
- Agreeing service levels, contracts and costs;
- Confirming customer names with airlines/hotels;
- Collecting, evaluating and responding (as appropriate) to customer feedback;
- Using market research information to guide decisions;
- Producing brochures and Internet-based information;

- Providing pricing information;
- Marketing holidays to clients via travel agents, websites, brochures, television advertising etc;
- Handling bookings, invoicing and issuing of tickets;
- Predicting profits/number of bookings.

A degree is not essential for entry into the profession, although strong competition can make relevant experience and/or qualifications beneficial. This could include professional/vocational qualifications, NVQs, HNDs or degrees in leisure, travel, tourism, management, marketing, IT, business, languages or hotel and catering management.

Pre-entry experience gained working with the general public or within the hotel, tourism or travel trades (particularly overseas) are advantageous. Tour operators should possess excellent interpersonal, communication, customer service, organisational and IT skills. Commercial awareness, good time management skills and the ability to handle the pressure of tight deadlines are also important.

Harry is a tour operator. He is responsible for providing holidays and travel for groups and individuals.

He says: “My job varies month to month depending on the time of year. I always have to be aware of what is going on in the travel industry, which I do by visiting resorts, talking to coach operators, airlines, hotel managers and resort reps and collecting and responding to customer feedback. I use the information I gather to decide how many holidays to sell each season, which resorts and countries I should use, produce brochures and update my website, market holidays to travel agents and decide on pricing information. Whatever I’m doing, I’m always really busy, and I wouldn’t have it any other way!”

Tourism Information Officer

Tourism information officers work in tourist information centres, which are located in town and city centres around the UK.

They provide information, make bookings, give directions, and answer queries from people visiting the area. They help visitors by advising them on what to do and see, using their local knowledge, along with the internet and printed reference sources.

Other tasks might include:

- Booking accommodation;
- Preparing mail shots and posting out information;
- Selling items such as souvenirs and post cards.

Most Tourist Information Centres open daily during peak periods, and five to six days a week at other times. Some only open for the summer season. Assistants generally work on a rota, including some weekends and bank holidays. There are full-time assistants, but many jobs are part time, job shares or casual.

Jonathan works as a tourism information officer at the Tourist Information Centre in Newcastle's Central Arcade.

He says: "Working in a Tourist Information Centre is perfect for me, as I'm very interested in my home town of Newcastle, and I love meeting new people. The busy city centre that I work in gives me plenty of opportunities to share my knowledge with visitors, and of course the locals! I offer directions, provide advice on places to go or things to see, and even book tickets to attractions for them. We also sell souvenirs, which I have a bit of a collection of myself!"

Tour Guide

Tour guides are an essential part of the tourism industry in the UK. They conduct organised tours for groups of tourists in a wide range of locations, informing visitors about heritage sites and attractions such as stately homes, museums, art galleries, gardens, religious and archaeological sites.

Typical work activities include:

- Conducting organised tours (by coach, car or on foot) of an area generally or of specific buildings or sites of interest;
- Communicating with groups of people;
- Offering specialist knowledge of subjects, such as natural history, art or architecture.

Many tourist guides work on a freelance basis as registered guides with a regional tourist board, tour operator or other organisation although they may be employed by a guide company.

Training and entry requirements vary and tourist guides come from a range of backgrounds. The Institute of Tourist Guiding sets the professional standards for the industry, with focus on the prestigious Blue Badge qualification.

A day in the life of Blue Badge Guide: Pat Lowery

Pat Lowery has clocked up over 19 years as a guide, of which the last 6 years have been as a professional Green Badge Guide and then Blue Badge Guide. Prior to that she was, and still is, a voluntary Newcastle and Gateshead City Guide.

Pat really enjoys sharing her knowledge of the region with visitors and locals and taking them into places not usually open to the public

Pat has gained her Blue Badge qualification (at Newcastle College) for North East England and Green Badge qualification for Newcastle/Gateshead. These badges are awarded by the Guild of registered Tourist guides and ensure that guides are of a high standard and are knowledgeable about their area.

On a typical day, Pat might travel to Northumbria Quay at North Shields to meet a cruise ship

and take visitors to one of the tourist attractions in the region such as Alnwick Castle. She will obtain briefing notes from the ground handlers and study them to ensure there are no changes to the route the coach is going to take and liaise with the coach driver to ensure he is familiar with route and discuss stopping places and timings. Pat meets the visitors from the ship and welcomes them individually whilst they board the coach. When they are all comfortable in their seats and she has the agreement of the ground handlers, the coach gets ready to depart. Pat will give a short safety briefing (emergency exits, seat belts etc).

Whilst the coach on the move, Pat will describe the important sights they pass on route and talk about the region in terms of employment, education, history, people, farming, industry etc. Before reaching Alnwick, Pat sets the scene by talking about the Duke and Duchess of Northumberland and their ancestors, describing the castle and garden and what they are to see when they arrive. On arrival at the castle, the staff are usually waiting with tickets for everyone. Pat leads the visitors into the castle, giving them information on its history on the way and then into the castle itself where they have a guided tour of the apartments by one of the castle staff. After a little free time she gathers them all up and walks them over to Alnwick Garden.

On the return journey back down the A1 Pat tells the visitors stories of the Border Reivers and life in Northumberland in the past, and if they are overseas visitors, she also discusses how people in the region live and spend their time. On arrival back at the port she helps the visitors alight and sees them on their way back onto the cruise ship.

Pat loves her job. She says: "It's a very rewarding job, especially when you meet people who have never been to the North East before. The look on their faces when they see our wonderful coastline, or the many castles or the Newcastle Gateshead quayside, for example, is truly reward enough. It is hard work, I have to keep up to date with everything that is happening in the region as well as keeping my knowledge fresh but it is all worthwhile."

Holiday representative

A holiday representative (or 'rep') is responsible for looking after groups of clients on package holidays at resorts.

Their main priority is to ensure that clients enjoy their holiday and that everything runs as smoothly as possible for them. As the public face of the tour operator, they must create an excellent first impression and continue to provide an outstanding service to clients throughout the duration of their stay.

The role involves holding welcome meetings, handling complaints and resolving problems as they arise.

Holiday representatives are often also responsible for selling resort excursions and additional services, such as car hire.

Work activities may vary slightly on the tour operator, but will typically include:

- Meeting guests at the airport;
- Escorting guests to their accommodation;
- Organising and hosting welcome meetings (often for up to 200 people);

- Selling and organising resort excursions and other activities;
- Selling car hire and other services;
- Responding to clients' queries (this may involve being on duty for set times each day);
- Handling client issues, such as: lost luggage or passports; allegations of theft or other crimes; problems with rooms; and health problems, injuries, or even deaths;
- Dealing with unforeseen 'non-client' problems, e.g. flight delays, coach strikes;
- Resolving any conflict with or between clients;
- Establishing and maintaining relationships with local hoteliers, apartment owners, agents and travel companies;
- Maintaining an in-depth knowledge of the resort and the local area in order to answer clients' questions;
- Keeping up to date with local events and activities, which may be of interest to clients;
- Maintaining an in-depth knowledge of all the excursions offered;
- Accompanying customers on excursions and acting as a guide;
- Taking part in and organising daytime and evening entertainment;
- Checking hotel standards and safety procedures;
- Keeping basic accounts and records, and writing reports.

Tracy is a holiday rep from Sunderland who works at a resort in Tenerife. Throughout the holiday season she makes sure that guests at the resort enjoy their holiday and that everything runs smoothly for them.

She says: "What I like best about my job is meeting lots of very different people. From the minute I greet them at the airport I'm always talking to them, telling them all about the resort and the local area and keeping them up to date with local events and activities. I organise excursions and sometimes go on them with the guests, and then I arrange entertainment at the resort on the evenings. It's not all fun and games though, I occasionally have to handle problems like lost passports or luggage, and resolve conflicts between clients. But mostly I really enjoy my job, working in the sun and helping people to enjoy their time away."

Hotel Manager

A hotel manager is responsible for the day-to-day management of a hotel and its staff and has commercial accountability for planning, organising and directing all hotel services, including front-of-house (reception, concierge, reservations), food and beverage operations and housekeeping. In larger hotels, managers often have a specific remit (guest services, accounting, marketing) and make up a general management team.

While taking a strategic overview and planning ahead to maximise profits, the manager must also pay attention to the details, setting the example for staff to deliver a standard of service and presentation that meets guests' needs and expectations. Business and people management are equally important elements.

Typical work activities vary depending on the size and type of hotel, but may include:

- Planning and organising accommodation, catering and other hotel services;
- Promoting and marketing the business;
- Managing budgets and financial plans and controlling expenditure;
- Maintaining statistical and financial records;
- Setting and achieving sales and profit targets;
- Recruiting, training and monitoring staff;
- Planning work schedules for individuals and teams;
- Meeting and greeting customers;
- Dealing with customer complaints and comments;
- Addressing problems and troubleshooting;
- Ensuring events and conferences run smoothly;
- Supervising maintenance, supplies, renovations and furnishings;
- Dealing with contractors and suppliers;
- Ensuring security is effective;
- Carrying out inspections of property and services;
- Ensuring compliance with licensing laws, health and safety and other statutory regulations.

The manager of a large hotel may have less contact with guests but will spend time meeting heads of department to coordinate and monitor the progress of business strategies. In a smaller establishment, the manager is much more involved in the hands-on day-to-day running of the hotel, which may include carrying out reception duties or serving meals if the need arises.

Jane Klotz, HR Manager at Close House Hotel

Jane has been working at Close House Hotel as HR Manager for 10 months. Prior to that she spent six years as Assistant HR Manager in another four star hotel. “I have 20 years of experience working in hotels, in a variety of roles, mostly in Conference & Events management, but I moved into HR after taking a career break to have my family” explains Jane

Jane was attracted to the job because Close House is a small privately owned, country house hotel, and is a growing successful business. She felt that her role offered the opportunity to put systems and procedures in place and really make a difference and contribution to the business and the team. The job also offers flexible, part-time working hours and is close to where Jane lives.

Jane completed A-levels at school and then did a one-year full-time secretarial/administration course. She has no formal hospitality and leisure qualifications, but has had continuous training and development over the years of working in hotels, achieving qualifications in:

Train the Trainer, Advanced Food Hygiene, One to One Trainer, Sales Training, Basic Health & Safety, First Aid at Work, to name but a few.

Jane likes working in the hospitality industry because no two days are the same, and she enjoys working with people. “I like the variety of tasks and working with people, both staff and guests. I have always found working in hotels to be great fun and enjoy being part of a team”.

Jane has four key areas of focus in her job:

1. Planning and Co-ordination: Maintaining all the personnel records for the employees in the hotel,

identifying any issues that need addressing, maintaining contracts of employment, ensuring that the business is compliant with employment law and over-seeing health and safety issues.

2. Resourcing and Retention: Being responsible for the advertising of any job vacancies, screening applications and setting up interviews. Managing the payroll and ensuring control on wages.
3. Training & Development: Being responsible for identifying any training needs and organising the training and development for the staff. This also involves delivery statutory training, such as fire training, on a six monthly basis.
4. Employee Relations & Welfare: Looking after the employees and supporting them on a day to day basis, and managing the disciplinary process.

Jane's advice for young people interested in a career in tourism

“Working in travel and tourism can involve working long hours and has the reputation of not being very well paid. But that’s not always true. I have always found the attitude of “work hard – play hard” and it’s a great fun industry to work in, with lots of opportunities for progression. It is a “young” industry. If you work hard you can be a General Manager by the time you are 30 years old.

Doing a course at school or university in Travel and Tourism will give you a broader understanding of what job opportunities there are, but nothing beats actually getting out there and working. I have worked with many people over the years who have started working in a hotel at 16 years old as a part time job, decided they loved working in the industry, and then applied for full time jobs. Most companies will support training and development while you are working, so you can sign up to complete an NVQ and gain qualifications.

There are many different types of jobs in travel and tourism – I have only worked in hotels, but other jobs include travel rep, cruise ships, cabin crew, travel agents, museums, theme parks, restaurants and many more. Even within hotels, there is a wide variety of jobs, including reception, bar and restaurant work, chefs, housekeeping, sales and events, maintenance. If you like working with people or want the opportunity to travel, then travel and tourism will give you that opportunity.”

EXAMPLE JOB DESCRIPTION

POSITION:	Receptionist
RESPONSIBLE FOR:	Guest Care
RESPONSIBLE TO:	General Manager, Hotel Controller, Accountant, Personnel Manager

GENERAL PURPOSE

To ensure all guests are greeted with a friendly manner, work in an efficient manner to maximise sales, ensure all guests are aware of Hotel and local attractions.

MAIN DUTIES

1. To control and be aware of the Room Status to ensure maximum room sales on a daily, weekly and monthly basis.
2. Ensure all financial procedures are adhered to and all cash logged to ensure correct balance at all times.
3. Key and cash controls are followed at all times.
4. Ensure Guest accounts are correctly balanced and all Sales are posted correctly.
5. To control all credit transfers and transactions as per the hotel's credit policy.
6. To carry out reception duties on A.M. and P.M. shifts.
7. Ensure all calls internal and external are dealt with efficiently and effectively.
8. To be knowledgeable of the hotel's reservation system, ensuring all bookings are entered correctly and back up files are kept up to date.
9. Ensure all brochure displays are kept up to date and correct information Displayed
10. Liaise with all departments as and when required to ensure efficiency throughout the hotel is promoted.
11. Attend all Fire, Health & Safety and Hygiene meetings as and when required. Also any other relevant training when requested.
12. Carry out any other relevant duties as requested by the hotel management or Director.

Get out

Students could contact tourism related businesses in their area to arrange work experience. Many businesses will welcome an extra pair of hands, especially in busy periods and close to events.

Most attractions offer educational visits – if you go on a visit do not just look at the content of the attraction but take the time to find out more about how the attraction is organised and managed, who works there etc.

A number of tourism related businesses have offered to visit schools as tourism ambassadors to give students an insight into their job and the tourism industry in general. If you interested in an ambassador visiting your school email tourism@schoolsnortheast.com

Tourism and communities

Get ready

- Access to the internet
- Local maps

Get the knowledge

It is important to remember that tourism does not only impact on people working in the industry and visitors. The tourist industry affects us all in one way or another.

When we think of tourists we tend to think of people from another area visiting a location or site as part of a holiday. However we are all customers of the tourist industry whenever we visit attractions near our homes at weekends or in our free time.

Tourists have a big impact on local communities and the environment. Tourist attractions can bring both advantages and disadvantages to local residents.

Tourist attractions can take many different forms

- tourist towns and cities
- the countryside
- coastal areas
- places of historic interest
- sporting venues
- theme parks and other attractions

Some attractions are there naturally, others have been around hundreds of years and others are purpose built – designed to attract visitors to an area. Some are permanent such as castles and lakes while others, such as events, are time limited.

Students need to understand that a number of different factors combine to make a successful tourism destination.

The increases in people's disposable income, leisure time and ease of travel (car ownership) has driven developments in tourist sites, and increases in tourism can affect the social, economic and environmental conditions of the local area.

The impacts of tourism on communities can be sorted into six general categories:

1. Economic
2. Environmental
3. Social and cultural
4. Crowding and congestion
5. Services
6. Community attitude

Each category includes positive and negative impacts. Not all impacts are applicable to every community because conditions or resources differ. Community and tourism leaders must balance an array of impacts that may either improve or negatively affect communities and their residents.

It can be tempting to gloss over certain difficulties tourism development creates especially with the promise of new jobs and investment, but this must be balanced with the opportunities and concerns of all community sectors. Community conflict can occur where the positive impacts of a development benefit one part of the community (geographic or social) and the negative impacts hurt another.

The table below lists some of the potential positive and negative impacts of tourism.

Positive impacts	Negative impacts
Economic	
<ul style="list-style-type: none"> • Contributes to income and standard of living • Improves local economy • Increases employment opportunities • Improves investment, development, and infrastructure spending • Increases tax revenues • Improves public utilities infrastructure • Improves transport infrastructure • Increases opportunities for shopping • Economic impact (direct, indirect, induced spending) is widespread in the community • Creates new business opportunities 	<ul style="list-style-type: none"> • Increases price of goods and services • Increases price of land and housing • Increases cost of living • Increases potential for imported labour • Cost for additional infrastructure (water, sewer, power, fuel, medical, etc.) • Increases road maintenance and transportation systems costs • Seasonal tourism creates high-risk, under- or unemployment issues • Competition for land with other (higher value) economic uses • Profits may be exported by non-local owners • Jobs may pay low wages

Environmental

- Protection of selected natural environments or prevention of further ecological decline
- Preservation of historic buildings and monuments
- Improvement of the area's appearance (visual and aesthetic)
- A "clean" industry (no smokestacks)
- Water shortages
- Introduction of exotic species
- Disruption of wildlife breeding cycles and behaviours

- Pollution (air, water, noise, solid waste, and visual)
- Loss of natural landscape and agricultural lands to tourism development
- Loss of open space
- Destruction of flora and fauna (including collection of plants, animals, rocks, coral, or artefacts by or for tourists)
- Degradation of landscape, historic sites, and monuments

Social and cultural

- Improves quality of life
- Facilitates meeting visitors (educational experience)
- Positive changes in values and customs
- Promotes cultural exchange
- Improves understanding of different communities
- Preserves cultural identity of host population
- Increases demand for historical and cultural exhibits
- Greater tolerance of social differences
- Satisfaction of psychological needs

- Excessive drinking, alcoholism, gambling
- Increased underage drinking
- Crime, drugs, prostitution
- Increased smuggling
- Language and cultural effects
- Unwanted lifestyle changes
- Displacement of residents for tourism development
- Negative changes in values and customs
- Family disruption
- Exclusion of locals from natural resources
- New cliques modify social structure
- Natural, political, and public relations calamities

Crowding and congestion

- Concentrates tourist facilities
- Old buildings reused for tourism
- Minimises sprawl

- Congestion including interference with other businesses
- Overcrowding – exceeding area capacity
- Overpowering building size and style

Services

- Increases availability of recreation facilities and opportunities
- Better standard of services by

- Neglect of non-tourist recreation facilities
- Effects of competition
- Shortage of goods and services

shops, restaurants, and other commerce <ul style="list-style-type: none"> • Improves quality of fire protection • Improves quality of police protection 	<ul style="list-style-type: none"> • Increases pressure on infrastructure
Community	
<ul style="list-style-type: none"> • Heightens pride in community • Greater appreciation of local resources • More facilities and range of choices available • More interesting and exciting place to live 	<ul style="list-style-type: none"> • Heightens community divisiveness • Increasingly hectic community and personal life • Creates a phony folk culture • Residents experience sense of exclusion and alienation over planning and development concerns • Feeling of loss of control over community future (caused by outsider development) • New building styles fail to "fit" community

Sustainable tourism

As tourism continues to grow, destinations face increasing pressure to develop in sustainably. Also, as one area gets more popular with visitors, other areas may lose visitors, which can cause many problems for areas that have grown reliant on income from tourists.

Get talking

Group discussion

Pros and cons

Identify positive and negative impacts of tourism under each of the six categories. One half of the class could work on positives while the other half identifies the negatives.

Choose an area you know that is popular with tourists – how does tourism make the area better, and are there anyways in which tourism makes the area worse.

Revitalising tourism

Think of an area in the North East that used to be very popular with tourists but is not as popular now, for example Whitley Bay

- What signs of the tourist industry still exist in the area?
- How does this impact on the area now?
- Why do you think they area went down in popularity?
- What could be done to re-launch or rebrand the area as a tourist destination?

Discussion points

How can tourism be made sustainable?

What measures can tourism businesses take to make their business more environmentally friendly?

Is it better for people to go on holiday abroad or stay in the UK?

Get active

Not in my backyard?

Imagine that a new wildlife park was to be built near to where you live. It is part of a chain of American wildlife parks, famous for their high standards of care for the animals and investment in the environment.

How would the attraction impact on you and your area?

- What are the positive things that could happen as a result of this attraction?
- What are the things that you wouldn't like?
- How might the attraction affect the area socially, economically and environmentally?

Members of the class should take on different roles:

Some ideas:

- Mother of two young children – she is pregnant at the moment and would like to move house soon but doesn't know if she can afford to.
- Businessman who commutes to the city 25 miles way.
- Local pub landlord.
- Councillor responsible for town planner
- 16 year old girl who is leaving school and would like to work with animals.
- 85 year old man who lives on the main road through the village opposite the local shop where he does all his shopping.
- Local environmental campaigner.
- Business woman from outside the area who is looking to invest in a new cafe.
- Parks maintenance officer – who looks after all of the common land in the village.
- Caravan park owner two miles from the village.

Consider the following issues

- Traffic

- Litter
- Economy
- Environment
- Public transport
- Cafe and amenities
- House prices
- Leisure facilities

Debate all sides – does the local community support the development?

Get creative: See both sides of a story

Write two newspaper articles one arguing in support of the new wildlife park and one arguing against it. Make sure your headline reflects your position in each article.

Guide for tourists – be sustainable

Create a green tourism guide for visitors to the North East to encourage sustainable tourism.

Get online

Find out more about eco and sustainable tourism:

<http://www.greentourism.org.uk/>

http://www.culture.gov.uk/reference_library/publications/6003.aspx/

<http://www.tourismconcern.org.uk/>

Get More

Jargon buster

Like all sectors tourism has its fair share of jargon and acronyms. This guide will help you if you come across something you don't understand in the course of your research.

Glossary of tourism industry terminology

Activity Holidays

One of the fastest growing sectors of tourism, ranging from relatively leisurely activities such as walking to mountaineering and more extreme sports

Allocation

A block booking of hotel rooms or airline seats by an operator or agent who can then call on that allocation without having to keep re-checking availability with the hotel or airline, until a specified release date

Benchmarking

Process of comparing performance and activities among similar organizations either against an agreed standard or against those that are recognized as being among the best

Business Travel or Business Events

Travel for commercial rather than leisure purposes. Business travel is sometimes used as a cover-all to include what are sometimes referred to as the "MICE" markets – meetings, incentives, conferences and exhibitions

Convention or Conference Bureau

Usually a publicly funded organisation charged with the promotion of a town or region for conferences, meetings and exhibitions.

Confidential Tariff

Discounted prices quoted to wholesalers, tour operators and travel agents, distributed in confidence and not published for public use.

Consolidator

A company or individual that brings together different group of people on air charters or at group rates on scheduled flights to increase sales, earn override commissions or reduce the possibility of tour cancellations.

Day visitors

Visitors who arrive and leave the same day, irrespective of why they are travelling

Destination Management Company (DMC)

A company working in a specific destination to handle all bookings and arrangements for tours or conferences, including hotel accommodation, transfers, sightseeing, meetings and special events. Tour operators or conference planners are likely to use the services of a DMC because of their specialist local knowledge.

Destination Marketing Organisation (DMO)

Company or consortia (often a public/private partnership) responsible for the promotion of a specific area or town. DMOs are becoming increasingly popular in the UK. Destination Marketing Partnerships are similar organisations. See the section on the structure of the tourism industry for more information.

Domestic Tourism

UK residents travelling within the country itself.

Dwell time

Length of time a visitor spends at an attraction or destination. Dwell time is often taken into consideration when setting admission fees as a way of ensuring perceived value for money

Ecotourism

Defined by The International Ecotourism Society as 'responsible travel to natural areas that conserves the environment and sustains the well-being of local people'.

Familiarisation or fam. trip

Free or reduced rate trip, usually for tour operators, travel agents or journalists so they can experience a destination or tourism product first hand and then promote it

Ground operator or ground handler

Company making all arrangements for incoming groups or travellers from overseas, from the moment they arrive in the UK (or other destination) to the moment they leave the country. This may include anything from accommodation booking to transfers and sightseeing. Some ground handlers prefer the term, "incoming tour operator"

Incentive tour/trip

Once in a life time experience or trip, usually offered to either stimulate sales staff to sell more or as a reward for increased sales activity. Incentive trips are often handled either by specialist incentive houses or Destination Management Consultants

Incoming or Inbound Tourism

Refers to visitors from other countries coming to the UK.

Incoming tour operator

Incoming tour operators essentially offer the same services as ground handlers although they are more likely to offer their own programmes and not just react to clients' demands.

Leisure tourist/visitor

Travelling for pleasure not business, including those who travel in order to visit friends and relatives

Length of stay

No of nights spent in one destination. Most tourist boards seek to find ways of increasing visitors' length of stay

MICE

Umbrella term to refer to several aspects of business tourism: Meetings Incentives Conventions and Exhibitions

Net Rate

The price for hotel rooms, car hire or other products before they are "marked up" with an additional margin for profit for sale to the public

Occupancy rate

Refers to the number of rooms or beds occupied by guests on any given date, usually presented as a percentage. Because accommodation is perishable (i.e. if rooms are unsold on the 1st December, there won't be another chance to sell them), high occupancy rates are essential to profitability.

Package Tour

A travel product (often sold by travel agents or direct “off the page”) with an inclusive price covering the different elements of the trip e.g. transport to the destination, accommodation, catering and perhaps some sightseeing activities.

Pax

Short hand for “passengers”

Rack Rate

The official rate advertised by a hotel or other tourism provider. This is the “rate across the counter” i.e. the one offered to the public, before any discounts are applied.

Sustainable tourism

According to the World Tourism Organisation, this is "envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled with maintaining cultural integrity, essential ecological processes, biological diversity, and life support systems."

Yield management

A practise pioneered by airlines and now used by accommodation providers and other tourism suppliers to maximise revenue by raising or lowering prices according to demand.

VFR

An important segment in tourism although often ignored, VFR stands for Visiting Friends and Relatives.

Wholesaler

A company that doesn't sell to the public but through travel agents and particularly tour and coach operators. They generally rely on low margin, mass market products

Key abbreviations at a glance

AA - Automobile Association

ABTA - Association of British Travel Agents

AIM - Association of Independent Museums

ALVA - Association of Leading Visitor Attractions

AONB - Area of Outstanding Natural Beauty

B&B - Bed and Breakfast

BAA - British Airports Authority

BABA - Book-a-bed-ahead

BACD - British Association of Conference Destinations

BAFA - British Arts Festivals Association

BC - British Council

BHA - British Hospitality Association

BITOA - British Incoming Tour Operators Association (now UKInbound)

BTA - British Tourist Authority (now VisitBritain)

BTTF - British Travel Trade Fair

CAA - Civil Aviation Authority

CIMTIG - Chartered Institute of Marketing Travel Industry Group

CPRE - Council for the Protection of Rural England

CPT - Confederation of Passenger Transport UK

CRS - Computerised Reservation System

CTC - Coach Tourism Council

CTC - Cyclists' Touring Club

DCMS - Department for Culture, Media and Sport

DDA - Disability Discrimination Act

DEFRA - Department for Environment, Food and Rural Affairs

DINKS - Double Income No Kids

DMO - Destination Management Organisation

DMS - Destination Management System

DRC - Disability Rights Commission

EH - English Heritage

ETB - English Tourist Board (which then became the English Tourism Council)

ETC - English Tourism Council (which then became VisitBritain)

EU - European Union

F&B - Food and Beverage

FIT - Fully Inclusive Tour

FIYTO - Federation of International Youth Travel Organisation

FMD - Foot-and-Mouth Disease

GDP - Gross Domestic Product

GDS - Global Distribution System

GNP - Gross National Product

HCIMA - Hotel & Catering International Management Association

HHA - Historic Houses Association

HLF - Heritage Lottery Fund

IATA - International Air Transport Association

ICOMOS - International Council on Monuments & Sites

ICT - Information & Communications Technology

liP - Investors In People

ILAM - Institute of Leisure and Amenity Management

IPS - International Passenger Survey

IT - Inclusive Tour

IT - Information Technology

ITG - Institute of Tourist Guiding

ITMA - Incentive Travel and Meetings Association

IYHF - International Youth Hostel Federation

LDA - London Development Agency

LGA - Local Government Association

LSC - Learning and Skills Council

LTB - London Tourist Board (now VisitLondon)

MAFF - Ministry of Agriculture, Fisheries and Food (now DEFRA)

MGC - Museums and Galleries Commission

MIA - Meetings Industry Association

MICE - Meetings, Incentive Travel, Conventions and Exhibitions

MMC - Monopolies and Mergers Commission

NDPB - Non-Departmental Public Body

NGO - Non-Government Organisation

NQAS - National Quality Assurance Scheme

NT - National Trust

NTB - National Tourist Board

ONS - Office for National Statistics

QA - Quality Assurance

RAC - Royal Automobile Club

RADAR - Royal Association for Disability and Rehabilitation

RDA - Regional Development Agency

REVPAR - Revenue Per Available Room Per Annum

RNIB - Royal National Institute for the Blind

RNID - Royal National Institute for the Deaf

RPI - Retail Price Index

RTB - Regional Tourist Board

SITE - Society of Incentive Travel Executives

SME - Small and Medium Enterprise

SPAB - Society for the Protection of Ancient Buildings

SSSI - Site of Special Scientific Interest

TIC - Tourist Information Centre

TIP - Tourism Information Point

TMI - Tourism Management Institute

TSA - Tourism Satellite Account

UKTS - United Kingdom Tourism Survey

UN - United Nations

UNESCO - United Nations Educational, Scientific and Cultural Organization

VAQAS - Visitor Attractions Quality Assurance Service

VAT - Value Added Tax

VFR - Visiting Friends and Relatives

WHS - World Heritage Site

WTM - World Travel Market

WTO - World Tourism Organization

WTTC - World Travel and Tourism Council

YHA - Youth Hostel Association