Have a go at This 3

Set out below are three scenarios that will test your understanding of tourism organisations.

# Activity 1

The UK has a wide range of transport available to help tourists enjoy their visit.

Which of the following organisations is a coach operator belonging to the component of transport?

Tick the correct image











# Activity 2

Choose two other organisations from the images given. Describe what type of transport they offer.

**Organisation 1**

**Name** --------------------------------------------------------------------------------------------

**Description** --------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

**Organisation 2**

**Name** ---------------------------------------------------------------------------------------------

**Description** ---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

# Activity 3

Accommodation providers are an important component of the tourism industry as they provide beds for tourists, allowing them somewhere to live and sleep for the length of time needed. This can range from one night for a business person to two weeks for a family on holiday.

Identify a suitable type of accommodation from the list for the following tourist type.

|  |  |
| --- | --- |
| * 5\* Hotel | * B&B |
| * Hostel | * Camp site |
| * Caravan Park | * Log cabin |
| * Travelodge |  |

Suggest reasons to support your choice of accommodation.

|  |  |  |
| --- | --- | --- |
| **Tourist Type** | **Accommodation Type** | **Suggested reason** |
| Family |  |  |
| Business woman |  |  |
| Back packer |  |  |
| Honeymoon couple |  |  |
| Elderly couple |  |  |
| Stag party |  |  |

# Activity 4

Travel Agents / Tour Operators organise and sell holidays and other services to tourists wanting to travel.

Tick the boxes that state which of the products and services are offered by travel agents and tour operators.

|  |  |
| --- | --- |
| **Products and services offered by travel agents and tour operators.** | **Place a tick in the correct boxes below** |
| Holiday brochure |  |
| Online booking |  |
| Taxi from home to airport |  |
| Package holiday – including flight, transfer and accommodation |  |
| Laundry service |  |
| Online review site |  |
| Currency exchange |  |
| Banking |  |
| Car Hire |  |
| Rail Travel |  |
| Car MOT |  |
| Travel insurance |  |

# Activity 5

Attractions can be classified as natural, built or purpose built.

There are a wide and varied number of attractions in the UK; something for everyone.

Can you classify the following UK attractions under their correct headings and identify their type of ownership? Tick the correct heading, write the appropriate ownership

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Attraction | Natural | Built | Purpose Built | Ownership – Private, Public, Not-for-profit |
| Brecon Beacons |  |  |  |  |
| Cardiff Castle |  |  |  |  |
| Alton Towers |  |  |  |  |
| Lake Windermere |  |  |  |  |
| London Eye |  |  |  |  |
| Blackpool Tower |  |  |  |  |
| Aintree Racecourse |  |  |  |  |
| Old Trafford |  |  |  |  |
| Tower of London |  |  |  |  |
| Cheddar Gorge |  |  |  |  |

# Activity 6

Fill in the gaps with an appropriate word from the box below. This will show how much you really understand about the UK’s support services that are available to tourists.

encourage

Public sector

government

improve

Visit England

Visit Wales

Support services include organisations such as                 or            whose main job is to                 tourists to visit the country they represent and to                 tourist facilities. They operate on a national level; they are funded by the                 and so belong to the               .

# Activity 7

Can you identify which of the following events are UK annual events? Place a tick or a cross alongside each event

|  |  |
| --- | --- |
| **Event** | **Annual UK Event** |
| Wimbledon |  |
| Melbourne Cup |  |
| Glastonbury |  |
| The Ashes |  |
| Commonwealth Games |  |
| Rugby Six Nations |  |
| The FA Cup |  |

# Activity 8

Pressure groups, such as Tourism Concern, play an important role in tourism development.

In your own words and using the research you have conducted, explain why pressure groups such as Tourism Concern are so important in tourism development. Give examples to support your explanation.