

Achieving in Tourism

Do well in 'developing UK tourist destinations'

AC 1.1 - Developing UK Tourism Destinations

Introduction

The photographs above were taken recently on the seafront at Brighton. Brighton is one of the most famous seaside towns in the UK and has been a tourism destination for about 200 years.

Imagine that as you stood in the area where the photographs were taken, time begins to move backwards! What do you think would happen?

The first thing that would happen would be that the crazy golf course would disappear. The cars would start to look older and eventually we would see horses and carts instead. Further back in time, sunbathers would be wearing more clothes and sitting rather than lying on the beach. Some would be in formal clothes and hats!

Even further back in time, the pier would not exist. We would also see the grand hotels being built with 'well-to-do' people coming and going. If time goes backwards for about 300 years we would probably see nothing apart from the beach and a track leading to it.

This would be tourism development in reverse!

All tourism destinations have developed continuously over time; in the case of Brighton over 200 years.

At some point in the past the Brighton seafront would have looked something like the scene below.

Building new attractions and facilities such as hotels and new forms of transport help destinations to keep providing something new for tourists, so that they are encouraged to return.

That's what this unit is all about. You will be studying how tourist destinations have developed over time, and more importantly how they plan to develop in the future.

Location

Where a place is

The location of a tourism destination is essentially it's geographical position. Quite simply, where it is ...

The location of a destination can be described by:

- Identifying how far it is from other towns and cities and areas
- Saying whether it is on the coast, near the coast or on a major river
- Using the points of the compass
- Saying how far it is from a motorway, main road or railway station
- Saying how long it takes to get there

The location of a destination can also be described by saying how long it takes to get there by different forms of transport.

So, how could you describe the location of Alton Towers?

'Alton Towers is situated in the heart of the UK within the county of Staffordshire and near the cities of Manchester and Birmingham. It takes about 3 hours to drive the 150 miles to Alton Towers from London or Cardiff; it's about 50 miles south of Manchester. The nearest railway station is at Uttoxeter, and a 40-minute bus ride away. It's about 30 miles from Junction 23 of the M1 and about the same distance from Junction 15 of the M6.

Activity 1

See if you can identify the names of famous seaside destinations in the UK from the descriptions of their locations below. You might need to use an atlas of the UK or an online map to help you.

- This destination is about 55 miles south of Central London, and it reached by the M23/A23. It is on the south coast of England. The town of Eastbourne is to the east and Worthing is to the west.
- This destination is on the north-west coast of England. It is south of Lancaster and about 50 miles north of Manchester. It is linked to the M6 by the M55.
- This destination is about 60 miles west of Liverpool by road, and the main access

route is the A55. It is on the coast of North.

- This destination is about 100 miles south-west of London. It is reached by the M3 and has a major railway station. It lies to the west of the New Forest National Park.
- This island destination lies off the south coast of England and is reached by ferry from Portsmouth. It is to the south of Southampton.
- This destination is on the east coast of Yorkshire. It is about 70 miles to the north east of Leeds and is located just to the south of the Yorkshire Dales National Park.
- This destination is found on the west coast of Wales in Cardigan bay. It takes about two and a half hours to drive the 100 miles or so from Cardiff.

Accessibility

How easy a place is to reach

The accessibility of a tourism destination refers to how easy it is to reach. For example, London:

- is surrounded by a number of major airports, including Heathrow and Gatwick
- has several motorways and main roads leading into it
- has a number of major railway stations linking it to the rest of England and Wales
- has fast trains arriving from other cities in Europe regularly each day

This makes London a very accessible destination. This is not only important for people visiting London on holiday but also for the large numbers of business people who visit London from all over the world.

Activity 1

Suggest why some tourists might like to visit a destination such as the one shown in the image.

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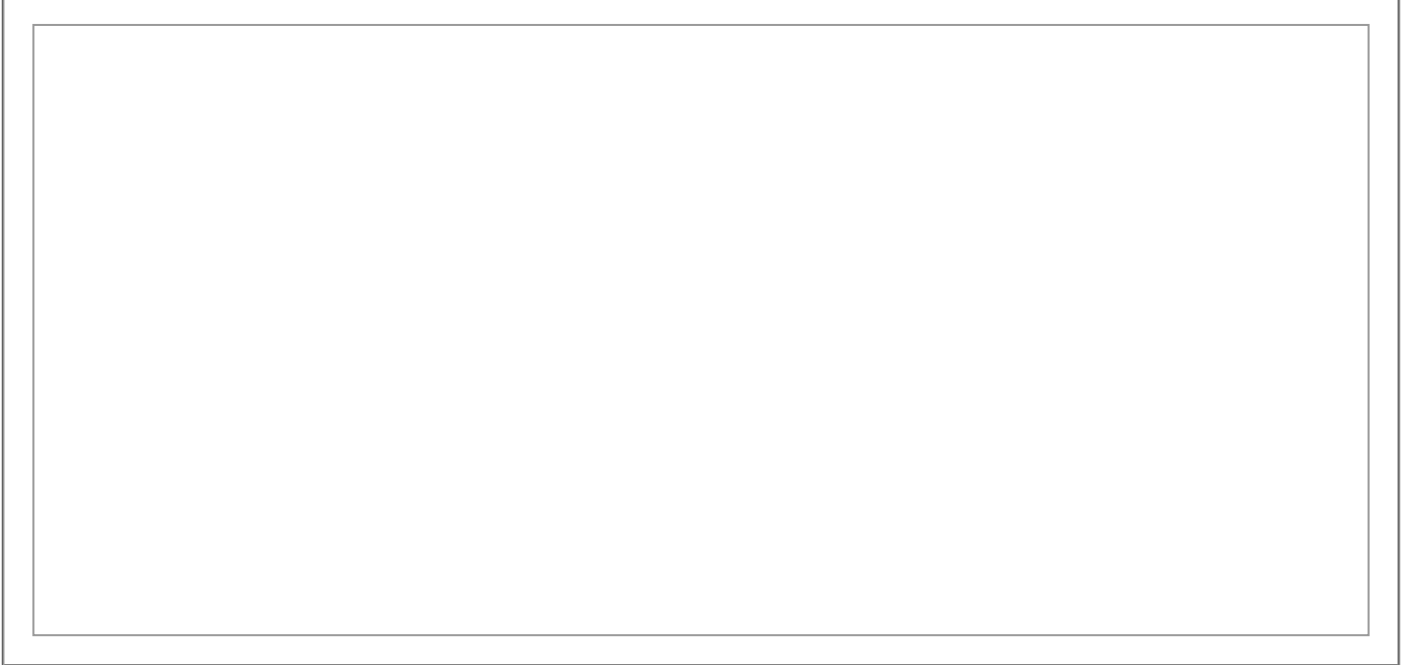
Activity 2

The map above shows ports and airports tourists can use to travel to Wales from outside of the UK.

1. Using the map, suggest three airports (apart from Cardiff) tourists might like to use to arrive in the UK and travel on to Wales.
2. For a family from Belgium, travelling to North Wales from the port of Zeebrugge, suggest what route they should take to travel to North Wales.
3. For a French family, travelling to South Wales from the port of Roscoff, suggest what route they should take after leaving the port.

Question 1

Using the map, suggest three airports (apart from Cardiff) tourists might like to use to arrive in the UK and travel on to Wales.

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Question 2

For a family from Belgium, travelling to North Wales from the port of Zeebrugge, suggest what route they should take to travel to North Wales.

A large empty rectangular box with a double-line border, intended for the student to write their suggested route from Zeebrugge to North Wales.

Question 3

For a French family, travelling to South Wales from the port of Roscoff, suggest what route they should take after leaving the port.

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Natural attractions

Natural attractions are named features which appeal to tourists because of the nature of the landform or the beauty of the landscape in which the attraction is set. Natural attractions include:

- Lakes
- Rivers and landforms such as waterfalls and gorges
- Caves
- Mountains
- Coastal features

Some natural attractions are free to enter and for some there is an entry charge. It is not possible to charge tourists to visit a mountain, but it may be more feasible to make a charge to visit a cave or waterfall, especially if this is on private land.

Usually, a range of tourist facilities are available at natural attractions which might consist of:

- An information centre or some form of information boards about the feature
- Car parks and access for disabled visitors
- Refreshment facilities
- Souvenir shop
- Toilet facilities
- Guided tours and walks
- Viewpoints

Part of the appeal of many natural attractions is the facilities which are provided. Many tourists appreciate the opportunity to find out some information about the attraction. Most natural attractions are visited by tourists who are staying at destinations nearby and are making a half day or full day visit to the area in which the attraction is located.

Lakes

Lakes add to the beauty and appeal of many landscapes and very often provide a range of tourist activities around their shores. Travel and tourism organisations offer a range of water-based activities on many lakes and lakeside villages often provide tourist facilities. Campsites and caravan sites close to lakes are popular because lake

views are appealing to many tourists and a number of facilities are often nearby.

The largest lake in Wales is Lake Bala (Llyn Tegid) which is approximately 6 kilometres long and 1.5 kilometres wide. The town of Bala is situated at the northern end of the lake and narrow gauge Bala Lake Railway runs for several kilometres along its southern shore. The lake is popular for all sorts of water-based activities including sailing, kayaking and windsurfing. White water rafting takes place on the River Dee which flows through the lake.

Rivers

Rivers add to the appeal of many landscapes and destinations. The River Thames in London and many other rivers, provide tourist appeal. Also, features such as gorges, canyons and waterfalls are attractive to tourists.

Caves

The majority of cave systems have been produced by water running through cracks and fissures in limestone rock and causing weathering through chemical processes. This leads to the creation of underground systems of caves with a range of unique landform features.

In many areas cave systems have been developed as commercial operations and operate as attractions. The appeal of caves is the opportunity to walk underground and experience a different environment. Within the United Kingdom there are a number of cave systems, the most famous of which are the Cheddar Caves and the systems in the Castleton area of Derbyshire.

Mountains

Many mountains would be seen as attractions although most ranges of mountains would be seen as a destination. Examples of specific mountain attractions would be Ben Nevis in Scotland, Snowdon in Wales and Helvellyn in England.

Mountains attract and appeal to tourists for different reasons. Some just like to gaze at the scale and beauty of the scenery, others see mountains as a challenge and want to climb them or ski down them.

Coastal features

As indicated earlier, coastal areas provide a range of tourist appeal. Every beach in the world could be classified as a natural attraction and many of these have a range of facilities provided for tourists. For some tourists the facilities provided add to the appeal of the beach, while other tourists find deserted and isolated beaches more appealing.

Apart from beaches, there is a range of coastal landforms which provide appeal and interest for tourists. Around the coast of Britain, features ranging from Durdle Door in Dorset, to Beachy Head in Sussex and the Giant's Causeway in Northern Ireland are all specific attractions which have tourist appeal and interest. At these, and many other coastal attractions, there is a range of facilities provided for tourists and part of the appeal is in walking along a cliff top to view the landform. Cliffs, stacks, arches, caves and islands off the coast all provide tourist interest and appeal.

Built attractions

built attractions

These are places which have been built specifically to attract tourists. Theme parks, amusement parks, aquariums etc. are all examples of purpose-built attractions. In most cases tourists will have to pay an entry charge since the attractions will be part of the private sector.

Activity 1

Investigate the products and services provided by the Millennium Centre and explain why tourists visiting Cardiff Bay should spend time in the centre.

Also, some sports stadiums can be classed as built attractions, especially those which offer tours of the facilities. The Principality Stadium would be an example.

Activity 1



Attractions over time

The second group of built attractions are those which have become attractions over time. Castles, churches, cathedrals and some industrial buildings were never built as tourist attractions, but today some receive thousands of visitors each year.

Examples in Wales include Big Pit, Conway Castle and St David's Cathedral in Pembrokeshire.

Activity 2

1. Name three other churches or cathedrals which have become major tourist attractions.
2. Name three other castles which have become popular tourist attractions.
3. Name three other industrial sites which have become tourist attractions.

Question 1

Name three other churches or cathedrals which have become major tourist attractions.

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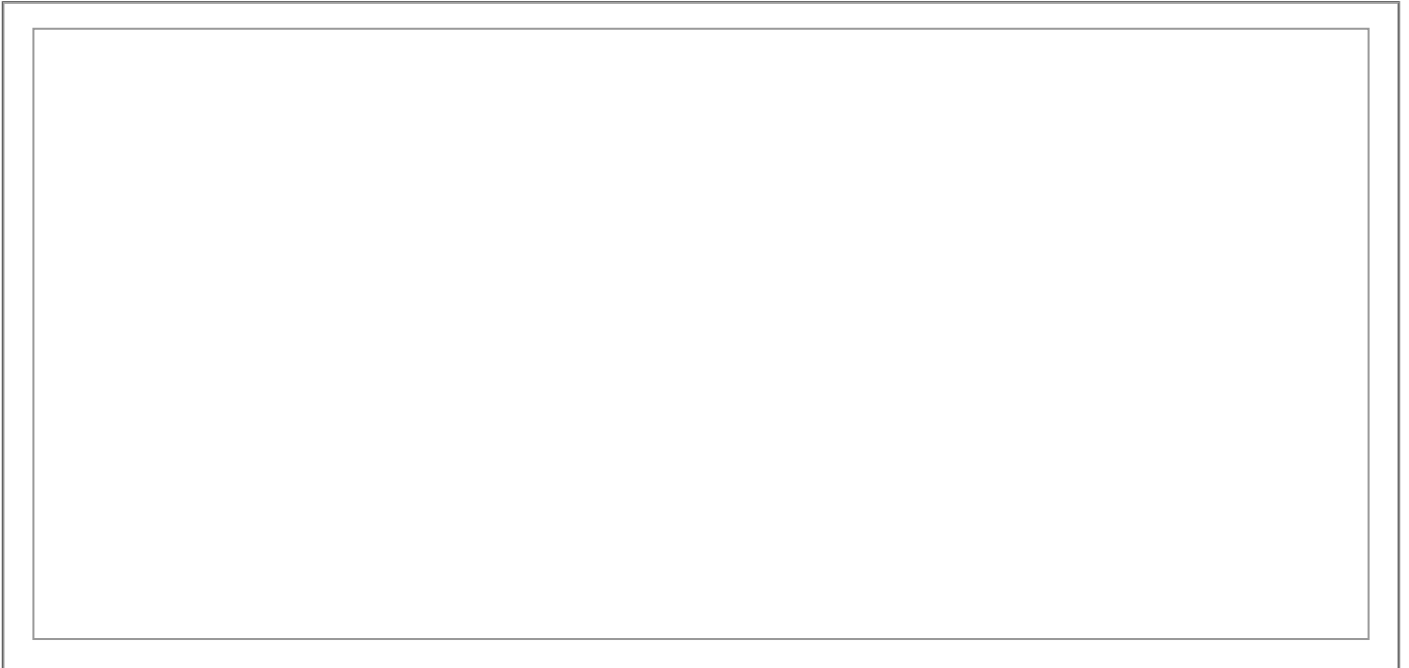
Question 2

Name three other castles which have become popular tourist attractions.

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Question 3

Name three other industrial sites which have become tourist attractions.

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Accommodation

There is a wide variety of types of accommodation available for tourists. Tourism destinations must have a range of accommodation available to meet the needs of different types of tourist. The main types of accommodation include:

- Hotels – depending on the grade of the hotel (5-star, 4-star etc.) a room in a hotel can cost £200 or more. Generally, hotels charge about £100 per night for dinner, bed and breakfast. Lower quality hotels may charge in the region of £50.
- Guesthouses and B&B's – do not have the range of facilities provided by hotels but still provide comfortable and relatively cheap accommodation.
- Hostels, such as YHA hostels are cheaper and might be used by young tourists such as backpackers or people on a tight budget.
- Chains of lodges or motel style accommodation provided by companies such as Travelodge and Premier Inn have become increasingly popular in recent years.
- Camp sites and caravan parks are popular options for families who want cheap holidays in rural and coastal areas.

Other features

There is a range of other facilities needed by tourists other than attractions and accommodation. The most important of these are events and information.

Events

Large events can attract many tourists to destinations. Sporting events such as major football or rugby games can attract many thousands of tourists to a destination. Cultural events such as festivals and major concerts can also provide a boost to tourist numbers. For example, Christmas markets and 'winter wonderland' events are becoming increasingly popular in towns and cities.

Activity

1. Suggest what problems tourists might encounter if they get lost in a city they are visiting.
2. Suggest what problems tourists might encounter if they get lost in a rural destination.

Question 1

Suggest what problems tourists might encounter if they get lost in a city they are visiting.

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Question 2

Suggest what problems tourists might encounter if they get lost in a rural destination.

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Coastal destinations

In the United Kingdom, coastal areas have been important tourism destinations since Victorian times, when it became fashionable to bathe in the sea waters. This was thought at the time to have a number of health benefits. Most of the coastal resorts in the United Kingdom can trace their origins back to the Victorian era. These resorts also catered for workers from industrial cities who visited these towns for day trips and then for longer holidays.

Brighton in West Sussex and Bournemouth in Dorset were amongst the first coastal towns to develop as tourism destinations, along with Blackpool in the north-west of England and Scarborough on the Yorkshire coast. These resorts have been tourism destinations for over 200 years.

Apart from the major coastal resorts, many towns and villages along the coast of the United Kingdom have developed into seaside resorts. Examples of these include Tenby in south Wales, Llandudno in north Wales, Weston-Super-Mare in Somerset and Newquay in Cornwall. In most cases, seaside towns such as those mentioned have a sandy beach as one of the main attractions. Early tourists arrived by train, stayed in hotels and other accommodation close to the beach and spent a great deal of their time there. More recently, tourists have become more demanding and are looking for a wider range of attractions, which have had to be provided by the resorts.

In the late 1930's the Butlins holiday camps brought a new type of tourism to coastal resorts. Today, Butlins holiday centres are still operating at three coastal resorts; Minehead, Skegness and Bognor Regis.

Away from the major coastal resorts and seaside towns, many other areas of the British coast are important tourism destinations. A number of National Parks, including the Pembrokeshire Coast, North Yorkshire Moors and Exmoor include coastal areas within them. In these areas, the main attraction is the spectacular scenery of cliffs, headlands and bays as well as the sandy beaches and small unspoilt settlements. Other areas of coast, away from National Parks, are also important tourism destinations. Examples would include the Gower Peninsula in south Wales, north Cornwall and the West Dorset coast, which is now a World Heritage Site.

Activity 1

The passage above refers to:

- 8 seaside towns
- 3 locations of Butlins holiday centres
- 3 coastal national parks
- 3 other important coastal destinations

Using an atlas or an online map, locate as many of these as you can on to the map below.

Coastal destinations - video

Activity

Working in pairs, write a commentary to go with the video and images of coastal destinations.

Your commentary should explain why coastal destinations appeal to different types of tourists.

You may want to record your commentary to link to the video.

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Rural destinations

Many areas of countryside receive some visits from tourists. However, throughout the United Kingdom there are a number of countryside areas which attract a large number of tourists, mainly because of the good scenery and the range of natural attractions such as lakes, rivers, mountains and hills found within these areas.

Very often, countryside areas contain attractive towns and villages as well as pretty scenery. In popular areas these provide accommodation such as camp sites, small hotels and bed and breakfast establishments. Cafes and restaurants for those visitors touring the area are also often provided. The farming landscape of fields, crops and animals can also form part of the appeal of certain areas.

Most areas of countryside which are identified as tourism destinations provide a range of activities for their visitors. These activities include mountaineering, rock climbing, caving and abseiling. Water-based activities including sailing on lakes and canoeing or rafting on rivers are also common. Cycling and walking are other popular activities.

The appeal of Dartmoor, as in many National Parks, is added to by the farming landscape and picturesque villages.

Many people enjoy visiting countryside areas by car and it is generally the case that many of these visitors do not travel far from their vehicles. These visitors require car parking areas and picnic sites close to roads. This type of tourist activity is often referred to as 'a view, a brew and a loo'!

All National Parks within the United Kingdom are areas of countryside and are popular tourism destinations.

All National Parks must balance the need to conserve and protect the natural environment and scenery of the area with the needs of tourists who wish to appreciate and enjoy the landscape and special qualities of the parks. Very often, the communities living within the parks depend very much on the income from tourism, and so the needs of the local people must also be considered.

Apart from National Parks, other countryside areas which are protected in some way, are also popular tourism destinations. Within the United Kingdom, Areas of Outstanding Natural Beauty (AONB) are areas like National Parks and contain special landscapes. An example would be the Gower Peninsula in South Wales.

Rural destinations - video

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Towns and cities

All towns and cities attract some tourists. However, many towns and cities in the UK are known as 'tourist towns and cities' because they attract many tourists each year and tourism is an important part of the economy. The list of factors below will help to identify tourist towns, but not all the factors will apply to all towns and cities.

- Tourist towns and cities are recognised as tourism destinations in their own right. Cities such as London, Manchester and Cardiff are examples of cities which receive large numbers of tourists.
- Tourist towns and cities are mainly associated with leisure tourism; mainly they are destinations which attract short-break visits or are visited by leisure tourists for the day whilst on a longer holiday.
- Tourist towns and cities have a range of large attractions within them, which often appeal to a wide range of tourist types. Most of these attractions will be purpose-built or cultural but some natural attractions, such as the River Thames in London, will also be present.
- Tourist towns and cities are often, but not always, capital cities with government buildings or royal palaces being amongst the attractions.
- Tourist towns and cities have a range of facilities to support tourist activities. These may include tourist buses providing circular tours, tourist information centres and restaurants and cafes.
- Tourist towns and cities will have guide books written about them and Blue Badge or other guiding services will be available.
- Many tourist towns and cities have entertainment areas with theatres and restaurants, such as the West End in London.
- Tourist towns and cities will have a range of accommodation available to meet the needs of different types of tourists.
- Tourist towns and cities may well be featured in the brochures of tour operators, providing package holidays and short breaks to the city.
- Tourist towns and cities may also be coastal destinations, business destinations or historical and cultural destinations, or all of these.
- Tourist towns and cities may be associated with specific annual events and festivals, such as the Edinburgh Festival.
- Tourist towns and cities may be associated with sporting events, facilities and stadiums. For example, many visitors to Cardiff will visit the Olympic Principality Stadium.

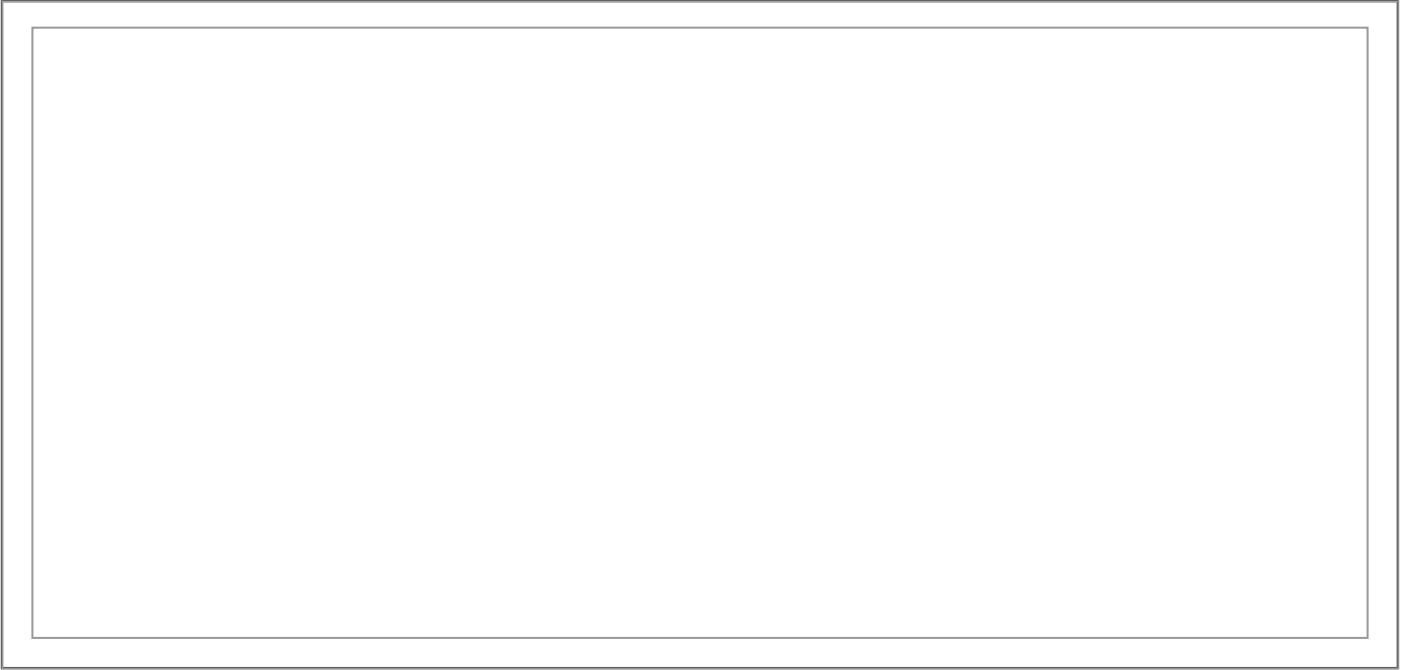
Activity 1

Identify 6 towns and cities in the UK which could be described as 'tourist towns and cities', and 6 which are not.

Towns

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Cities

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Towns and cities - video

Activity

Working in pairs, write a commentary to go with the video.

Your commentary should explain why towns and cities appeal to different types of tourists.

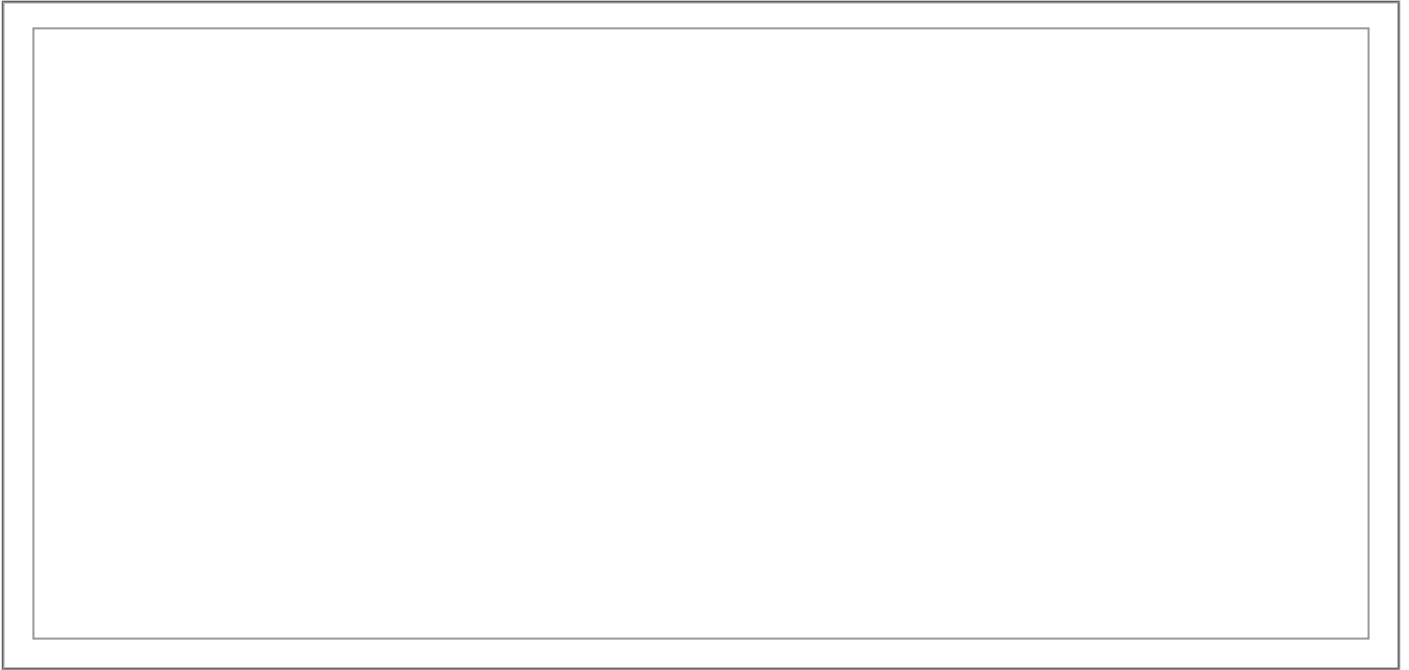
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Putting it all together

Having studied the features of different types of tourism destinations you now need to choose three different locations in the UK and describe the features which make the destination appeal to tourists. You should choose one coastal destination, one rural destination and one tourist town or city.

You might choose to use the frame below to complete your description. You may also wish to include some images. Remember to use a fresh frame for each destination.