Introduction to Leisure and Tourism

Leisure

Every person has things that they have to do. Many adults have to go to work; someone has to do the shopping, prepare meals, and clean the house and so on. Students and children have to go to school or college and may have homework projects to do after school has finished.

Also, every person has to sleep, wash and shower usually for somewhere between 6 to 8 hours each night.

When all these things have been completed there is time left over, and this time is a person’s leisure time. During this time, people choose to do what they enjoy doing rather than what they have to do.

Put another way:

Leisure time is the opportunity available to a person after completing the immediate necessities of life. During this time the person has the freedom to choose what activities to take part in.

Another term used is a person’s free time.

Some people choose to do very little in their leisure time and may watch television, listen to music or read a newspaper. All of these are very popular leisure activities. They are all things which many people choose to do because they can be done at home and cost very little money. Also, they are activities which people can enjoy on their own.

Each person can decide what to do in their leisure time and there are many factors which influence this choice, including the age of the person, their family and friends, their religion and culture, the money they have to spend on leisure and where they live.
**Activity 1**

Think about the statements below which relate to leisure time.

- Leisure is described as being the things people do in their free time.
- Leisure time is the time left over when people are not working, studying or sleeping.
- People use their leisure time to relax, be with their friends and family or take part in a sport.

From the list below, tick which activities you think take place in leisure time. You may wish to discuss your answers in class.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Leisure time?</th>
</tr>
</thead>
<tbody>
<tr>
<td>A family celebration at home</td>
<td></td>
</tr>
<tr>
<td>Watching a DVD</td>
<td></td>
</tr>
<tr>
<td>Reading a magazine</td>
<td></td>
</tr>
<tr>
<td>Using a computer for homework</td>
<td></td>
</tr>
<tr>
<td>Mowing the lawn</td>
<td></td>
</tr>
<tr>
<td>Driving to work</td>
<td></td>
</tr>
<tr>
<td>Eating a takeaway pizza</td>
<td></td>
</tr>
<tr>
<td>Ironing clothes</td>
<td></td>
</tr>
<tr>
<td>Watching a game of football</td>
<td></td>
</tr>
<tr>
<td>Reading an e-mail from a friend</td>
<td></td>
</tr>
<tr>
<td>Washing a car</td>
<td></td>
</tr>
</tbody>
</table>
**Activity 2**

Study the grid of leisure activities below. Different types of people tend to enjoy different leisure activities. For each of the people suggest the leisure activities they might take part in and discuss your answers with others. There is no right answer because any of the people can choose to take part in any of the activities if they choose to.

<table>
<thead>
<tr>
<th>Playing golf</th>
<th>Sewing</th>
<th>Meeting friends at a social club</th>
<th>Playing badminton</th>
<th>Swimming</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watching a film on TV</td>
<td>Listening to music</td>
<td>Cycling</td>
<td>Playing football</td>
<td>Windsurfing</td>
</tr>
<tr>
<td>DIY</td>
<td>Watching DVD</td>
<td>Walking</td>
<td>Fishing</td>
<td>Using a computer to email friends</td>
</tr>
<tr>
<td>Singing in a choir</td>
<td>A day out at a theme park</td>
<td>Going shopping with friends</td>
<td>Playing bingo</td>
<td>Kick boxing</td>
</tr>
<tr>
<td>Gardening</td>
<td>Riding a motorcycle</td>
<td>Going to church</td>
<td>Playing basketball</td>
<td>Eat a meal in a pub with friends</td>
</tr>
<tr>
<td>Going to a night club</td>
<td>Going to a cinema</td>
<td>A night out in town</td>
<td>Skateboarding</td>
<td>Keep fit classes at a gym</td>
</tr>
</tbody>
</table>

| Mr Senior | Asif | Sonia | Mrs Smith | Malcolm |
| Age – 48  | Age –15 | Age –19 | Age – 68  | Age -26  |
| Likely leisure activities: | Likely leisure activities: | Likely leisure activities: | Likely leisure activities: | Likely leisure activities: |
Activity 3

Leisure Diary

- Keep a diary of all the leisure activities you take part in. This could be over a weekend or a full week. Make a note of the times you spend doing different leisure activities, even if it is talking to friends or watching television. Compare your leisure diary with your friends.

- Draw a **time line** for how you spend a Saturday or Sunday, starting from when you get up to when you go to bed. Draw a second line for a weekday and compare the two.

- Draw another line for your Mum, Dad or another relative to show how they take part in different leisure activities.

**Time line - Saturday**

9.00 - get up and have breakfast

9.30 - read paper and listen to music

10.15 - get ready to go shopping for new T-shirt

10.30 - catch bus with two friends to shops

11.00 - walk around shops and buy T-shirt

12.00 - buy drink and sandwich for lunch

12.45 - return home

1.30 - leave home to watch rugby match

5.30 - return home and watch television

6.30 - order takeaway pizza meal

7.00 - eat meal watching television

10.30 - go to bed
Travel and Tourism

Travel

Travel is simply the process of getting from one place to another by some means of transport. Many people travel from home to work or school by the same means of transport, each day of the working week. Travelling on a regular basis to work is called **commuting**.

People also travel to take part in leisure activities. Often this is only a short journey to a football pitch, town centre, sports stadium, leisure centre or other facility. This travel often takes place by road transport in private cars or by bus.

Also, longer and less regular journeys are made for leisure purposes. These include trips to watch larger sporting events, theatre trips or shopping trips to larger cities. These may involve private cars or train journeys. Larger groups may decide to travel by coach, such as a group of people travelling to watch an international rugby match in Cardiff.
**Tourism**

Tourism is more difficult to define and there are many different forms of tourism.

- Tourism is about a *temporary* or short-term movement away from the place where a person normally lives and works. The tourist intends to return home at the end of the visit. The length of the visit may be from just one night up to one year. Most tourist trips are taken as holidays lasting one or two weeks but many business trips last only one night and ‘gap year’ students might be travelling for several months.

- Tourism usually, but not always, involves staying away from home. People travelling outside of their home area are called day visitors who are taking part in **excursions**.

- Tourism is not only related to leisure although most tourism activity takes place during leisure time. People become tourists for other reasons including business, visiting friends and relatives, education purposes and health purposes.

- Tourism is also about the activities which people do while at the destination they are visiting. These activities might include sunbathing, visiting a theme park, taking part in a religious ceremony, skiing or attending a business conference.
Tourists can be grouped in many ways including where they come from.

Overseas visitors to the United Kingdom are usually referred to as *incoming tourists*.

British residents going abroad for a holiday or business trip are known as *outgoing tourists*.

The term *domestic tourist* is used to describe a tourist taking a holiday in the country in which they live.

Domestic tourism is very important to Wales. Many tourists visiting the seaside towns such as Tenby or Llandudno, the National Parks or spending a weekend in Cardiff are from Wales or other parts of the United Kingdom.
Activity 4

Tourism involves travel away from the place where a person usually lives or works. Most tourists stay away from home for at least one night and intend to return home in the near future.

For each of the activities below show if you think the activity is tourism. Write either yes or no in the box.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Tourism?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Darren goes to school each morning at 8.30am and returns home in the evening.</td>
<td>no</td>
</tr>
<tr>
<td>Mrs Singh goes to India for three months to look after her father.</td>
<td>no</td>
</tr>
<tr>
<td>Pauline Brown and her children Matthew and Claire spend a week at a seaside resort in Spain.</td>
<td>no</td>
</tr>
<tr>
<td>Mr Macdonald flies to Ireland to spend three days visiting customers.</td>
<td>yes</td>
</tr>
<tr>
<td>Denzil spends two years at a university in Australia studying sport and training to be a hurdler.</td>
<td>no</td>
</tr>
<tr>
<td>The Taylor family spend the day visiting a country park and a house owned by the National Trust.</td>
<td>no</td>
</tr>
<tr>
<td>Sharon spends three years working for a company in New York.</td>
<td>no</td>
</tr>
<tr>
<td>Mr and Mrs Griffiths spend a day shopping in Calais.</td>
<td>no</td>
</tr>
<tr>
<td>Stephen and Neil go to Canada on a ‘backpacking’ holiday for three months.</td>
<td>yes</td>
</tr>
<tr>
<td>Azif works as a van driver and spends his day making deliveries to factories around London.</td>
<td>no</td>
</tr>
<tr>
<td>Mr and Mrs Ali have just retired and decide to spend two weeks on a cruise on the Caribbean Sea.</td>
<td>no</td>
</tr>
<tr>
<td>Samantha and Jane walk to the leisure centre to go for a swim.</td>
<td>no</td>
</tr>
<tr>
<td>Ms Clarke drives from London to Manchester for a business meeting and drives back the next day.</td>
<td>no</td>
</tr>
<tr>
<td>A party of young musicians from a school in Southampton spend three days in Liverpool at a music festival.</td>
<td>no</td>
</tr>
<tr>
<td>The Oswald family from Llandudno take their caravan to France for two weeks in August.</td>
<td>no</td>
</tr>
<tr>
<td>A cricket team from Birmingham spends a weekend ‘on tour’ playing against teams in Swansea.</td>
<td>no</td>
</tr>
</tbody>
</table>
Activity 5

Tourists have a number of reasons for making a visit including:
- Going on a holiday
- Sightseeing
- Visiting an attraction
- Visiting friends and relatives
- Going to a sporting events

In the space below, write about some of the tourist activities you have taken part in, including the places you visited and what activities you took part in. If you know when you will next be a tourist, describe briefly what the trip is.

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Introducing the Leisure and Tourism Industries

In section A it was seen that people have leisure time in which they are free to undertake a wide range of activities. At the same time, people travel to take part in leisure activities outside of the area in which they live and they also become tourists by spending time away from home.

There are many thousands of organisations which exist to provide people with the opportunity to take part in leisure activities, to travel for leisure or other purposes, and to be tourists. These organisations form the leisure and tourism industries.

These organisations include, for example:

- **Airlines** - which allow people to fly to destinations throughout the world
- **Leisure centres** - which allow people to take part in a range of leisure activities in their home area
- **Sports stadiums** - which have facilities to hold major sports matches as well as concerts and other events
- **Cinemas** - which provide people with the opportunity to watch the latest films
- **Country Parks** - which provide a range of leisure opportunities such as water sports, cycling and walking
- **Travel agents** - which help people make choices about their holidays and making bookings for tourists
- **Hotel chains** - which provide accommodation for tourists
- **National Parks** - which provide a wide range of leisure opportunities while at the same time protecting special landscapes
- **Restaurants** - which provide for people to enjoy eating out as a leisure activity
- **Tour operators** - which provide package and other types of holiday
- **Theatres** - which provide concerts, plays and other forms of entertainment

So, the leisure and tourism industry includes multi-national companies such as MacDonald’s, British Airways and Thomas Cook as well as families offering Bed and Breakfast, pubs and small attractions.

One feature of the leisure and tourism industry is the wide range of organisations which combine to offer a variety of leisure and tourism opportunities to suit everybody’s taste, for example, The Millennium Stadium in Cardiff.
2.1.2 B

The **Millennium Stadium** is part of the leisure and tourism industries because:

- People visit the stadium in their leisure time to watch international rugby or football matches or other sporting events;
- They may also visit to enjoy a concert;
- Visitors to Cardiff might enjoy the stadium tour;
- Business tourists might visit the stadium to take part in a meeting or conference.
Commercial and non-commercial leisure and tourism organisations

There are many ways in which the organisations which make up the leisure and tourism industries can be put into groups. However, one of the most important is the difference between commercial and non-commercial organisations.

**Commercial** organisations provide products and services for sale to customers and they make a **profit** from the sale of these items. Airlines, restaurants and cinema chains are just a few examples of commercial organisations working in the leisure and tourism industries. For all these organisations, the money they make from selling their products must be more than the cost of providing the products. This is the **profit**. If an organisation does not make a profit, but makes a **loss** instead, it will go out of business. This has happened to some airlines recently.

**Non-commercial** organisations do not aim to make a profit; they exist to provide services to customers. For example, most leisure centres are operated by local councils who provide leisure opportunities for people living in the area. Those using the leisure centre may well have to pay to use the facilities, but this will not cover the costs of running the centre. The council may well provide a sum of money to keep the leisure centre open.

*The Wales National Pool in Swansea is a non-commercial organisation.*
**Activity 6**

For each of the organisations in the table below decide whether they are commercial or non-commercial organisations. You might need to investigate web sites to find out the information.

Put a **C** for commercial or **N/C** for non-commercial.

<table>
<thead>
<tr>
<th></th>
<th>C or N/C?</th>
<th>C or N/C?</th>
<th>C or N/C?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Horse-riding stables</td>
<td>Burger bar</td>
<td>A London theatre</td>
<td></td>
</tr>
<tr>
<td>Country Park</td>
<td>Windsurfing school</td>
<td>Local cycling club</td>
<td></td>
</tr>
<tr>
<td>Sports stadium</td>
<td>Italian restaurant</td>
<td>Hotel in a holiday resort</td>
<td></td>
</tr>
<tr>
<td>Travel agent</td>
<td>Theme park</td>
<td>Airport</td>
<td></td>
</tr>
<tr>
<td>National art gallery</td>
<td>National Park</td>
<td>Taxi firm</td>
<td></td>
</tr>
<tr>
<td>Cinema chain</td>
<td>National Trust historic house</td>
<td>Industrial museum</td>
<td></td>
</tr>
<tr>
<td>Bed and Breakfast</td>
<td>Country pub</td>
<td>Boys football club</td>
<td></td>
</tr>
<tr>
<td>Skateboard park</td>
<td>Night club</td>
<td>Local railway society</td>
<td></td>
</tr>
<tr>
<td>Spa and beauty salon</td>
<td>Community Centre</td>
<td>Youth club</td>
<td></td>
</tr>
<tr>
<td>Fast-food restaurant</td>
<td>Golf course</td>
<td>Coach company</td>
<td></td>
</tr>
<tr>
<td>YHA Hostel</td>
<td>Sailing club</td>
<td>Hill walking club</td>
<td></td>
</tr>
</tbody>
</table>

You may need to discuss some of the answers. There may be some debate about some of the organisations!
Non-commercial organisations can be further sub-divided into:

- Public sector organisations
- Voluntary organisations

Public sector organisations

These organisations are provided with money (funded) from either local or central government. They receive their money in the form of a grant which they spend providing a range of services. Local authorities (councils) provide a wide range of leisure facilities and services, such as sports and leisure centres, swimming pools, Country Parks, libraries, museums and sports pitches. Each weekend, thousands of games of football, rugby and other sports are played on pitches provided by and maintained by local councils. Usually, a fee is paid to the council for the use of the facility.

Larger leisure facilities, such as Tourist Boards and National Parks are also public sector organisations. Each National Park Authority receives a sum of money from central government which it must use for the upkeep of the park. This money must be used to pay for items such as:

- Visitor centres
- Information printed for visitors
- The upkeep of footpaths
- Schemes to support sustainable tourism
- The education service provided by the National Park
- The salaries and wages of the people employed by the National Park

The Snowdonia National Park Authority is a public sector organisation which receives funds from the government.
Voluntary organisations

Voluntary organisations are set up by groups of people who have a common leisure interest. Most local sports clubs are voluntary organisations. Many of these consist of members who pay fees or a subscription to belong to the club. Examples include rugby clubs, football clubs, hockey clubs and cycling clubs.

It is important to appreciate that a wide range of sporting and other leisure opportunities are provided at the local level by small voluntary organisations which are run by people who are not paid for their services (volunteers).

Voluntary leisure and tourism organisations also exist at the national level. Amongst the most important of these are the **National Trust** and the **Youth Hostel Association**. Both of these are large, complex organisations with hundreds of employees. However, the Youth Hostel Association aims to provide cheap accommodation for young people and the National Trust aims to protect some of the most important landscapes and houses in the United Kingdom.

Both organisations are run on a voluntary basis and do not make a profit.

*The National Trust owns many areas of special landscape which it makes available to the public for leisure purposes.*
Activity 7

In every locality there is a wide range of clubs and organisations that people can join and use to take part in leisure activities. Many, although by no means all of the organisations, are connected to sports.

Study Resource 1 on pages 20 and 21 which lists many of the clubs and leisure organisations in the imaginary Welsh town of ‘Trehardd’. These organisations exist so that people can enjoy leisure activities together. The list shows the wide range of leisure opportunities available to people of different age groups and interest groups.

From the list:

(a) Name three organisations people could join if they were interested in dancing.

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(b) Name three organisations that people could join if they wanted to play a musical instrument.

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(c) Name two organisations that people could join if they were interested in art and painting.

........................................................................................................

........................................................................................................

(d) Name two organisations people could join if they were interested in local history.

........................................................................................................
(e) From the list of Arts organisations, name one that would meet in a room, one that would need a hall, one that would need a stage and one that might meet outdoors.

Room........................................................................................................

Hall...........................................................................................................

Stage........................................................................................................

Outdoors..................................................................................................

(f) From the list of environmental organisations, name two local organisations, one national organisation and one international organisation.

Local........................................................................................................

Local........................................................................................................

National...................................................................................................

International.........................................................................................

(g) From the list of Leisure and General Organisations name two organisations for people who keep animals.

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..............................................................................................................

(h) From the Leisure/General list name two organisations involving wine and beer making.

..............................................................................................................

..............................................................................................................

(i) From the Sport list, give names of organisations that might need the following facilities.

A sports hall.........................................................................................
A river

A lake

A large area of open space

A swimming pool

A garage

An artificial sports pitch

A running track

A room

(j) Give two examples where organisations might compete against each other.
(k) From the Sport list, name three clubs and organisations that are unlikely to have existed 20 years ago.
Resource 1 - Leisure organisations and clubs in ‘Trehardd’

Arts
- Trehardd Amateur Operatic Society
- Trehardd Archaeological and Historical Society
- Trehardd Art Club
- Trehardd Camera Club
- Trehardd Concert Club
- Trehardd Dance Centre
- Trehardd Male Voice Choir
- Trehardd Music and Arts Festival
- Trehardd Sequence Dancing Club
- Trehardd Brass Band
- Trehardd Society of Church Bell ringers
- Trehardd Symphony Orchestra
- Trehardd Royal British Legion Club

Environmental
- Trehardd Conservation Volunteers
- Trehardd Horticultural Society
- Trehardd Training and Community Volunteers
- Trehardd Wildlife Trust
- Trehardd Woodlands Group
- Ramblers Association (Trehardd branch)
- Worldwide Fund for Nature (Trehardd Volunteers)
- Trehardd & District Gardeners Club

Leisure/ General
- Trehardd Amateur Winemakers
- Trehardd and District Bee-keepers Association
- Trehardd and District Dog Training Club
- Trehardd and District Racing Pigeon Club
- Trehardd Irish Society
- Trehardd Ramblers Club
- Trehardd Wine Club
- Trehardd and District National Trust Members
- Royal British Legion, Trehardd Branch
- Trehardd Vines, Wine and Beer Circle
GCSE Leisure & Tourism – Investigating Leisure & Tourism in a chosen area

2.1.2 B

**Sport**
- Treharred and District Swimming and Diving Association
- Treharred and District Canoe Club
- Treharred and District Badminton League
- Treharred and District Table Tennis League
- Treharred Athletics Club
- Treharred Cricket Club
- Treharred Aikido Club
- Treharred Amateur Boxing Club
- Treharred Bridge Club
- Treharred Cycle Club
- Treharred Football Club
- Treharred Golf Club
- Treharred Gymnastics Club
- Treharred Judo Club
- Treharred Netball League
- Treharred Motorcycle Club
- Treharred Swimming Club
- Treharred Tae Kwon-Do Association
- Treharred Wado Karate Club
- Britannia Swimming Club, Trehardd
- British Triathlon Association, Trehardd
- Treharred Sailing Club
- Chrysalis Netball, Treharred
- Diamonds Ladies Basketball, Treharred
- Treharred Boys FC
- Storm Junior Netball Club, Treharred
- Paul Jones School of Judo, Treharredd

**Youth**
- Army Cadet Force, Trehardd
- 11th Trehardd Guides
- Treharred East District Scouts
- Duke of Edinburgh Award Scheme - Trehardd
Activity 8

If you were moving into a different area of Wales, you would need to find out about the leisure facilities available and the clubs you might like to join.

Make a list of the sources you might use to find the information you need.

1. .....................................................................................................................
2. .....................................................................................................................
3. .....................................................................................................................
4. .....................................................................................................................
5. .....................................................................................................................
6. .....................................................................................................................
7. .....................................................................................................................
8. .....................................................................................................................
9. .....................................................................................................................
10. ...................................................................................................................
Components of the Leisure Industry

The leisure industry contains a wide range of organisations and facilities which provide lots of leisure opportunities for different types of people. In order to understand how the industry is structured it is usual to break the industry into parts or components.

The components of the leisure industry are:

- **Sport and physical recreation** - including sports and leisure centres, health and fitness clubs, playing fields, cycle tracks, golf courses, all weather pitches.

- **Arts and entertainment** - including art galleries, museums, cinemas, nightclubs, casinos.

- **Countryside recreation** - including public footpaths, cycle paths, fishing, sailing and other water based activities, climbing and abseiling, mountain biking.

- **Home-based leisure** - including TV / DVD entertainment, computer technology based activities, DIY, cooking for pleasure including BBQs, gardening, and music. DVD hire shops and take away or home delivery food facilities can also be included in this component.

- **Children's play activities** - including recreation play parks, holiday play schemes and children’s indoor activity centres.

- **Attractions** - attractions can be in both the leisure and tourism industries because local people can visit them in their leisure time and tourists staying in the area will also visit them. Attractions include:
  - *natural* attractions such as beaches and mountains
  - *purpose built* attractions including theme parks, zoos, ornamental gardens.

- **Catering** - including restaurants, pubs, fast food outlets, events and outside catering.
Most or all of the different components of the leisure industry will be found within an area, so that people living in that area will have a choice of leisure activities. However, different areas will contain different types of leisure facility.

For example, within the sport and physical recreation component there may be major sports stadiums in city areas but cycle tracks in countryside areas.

Fast food outlets are part of the catering component of the leisure industry.

Not all leisure facilities are easy to classify. An outlet centre, such as McArthur Glen near Bridgend would be seen as a leisure facility although most of the shops would be classified as part of the retail industry. The centre contains a cinema, which would be part of the arts and entertainment component as well as restaurants, which would be part of the catering component. Therefore, the centre could fit into a number of components of the leisure industry.
**Activity 9**

Put the following facilities into the correct component of the leisure industry.

Facility:

<table>
<thead>
<tr>
<th>Facility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Swings and slides in a public park</td>
</tr>
<tr>
<td>Country Park</td>
</tr>
<tr>
<td>Cricket ground</td>
</tr>
<tr>
<td>Chinese restaurant</td>
</tr>
<tr>
<td>Pizza delivery</td>
</tr>
<tr>
<td>Amusement park</td>
</tr>
<tr>
<td>Comedy club</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Component</th>
<th>Facility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sport and physical recreation</td>
<td></td>
</tr>
<tr>
<td>Arts and entertainment</td>
<td></td>
</tr>
<tr>
<td>Countryside recreation</td>
<td></td>
</tr>
<tr>
<td>Home-based leisure</td>
<td></td>
</tr>
<tr>
<td>Children’s play activities</td>
<td></td>
</tr>
<tr>
<td>Attractions</td>
<td></td>
</tr>
<tr>
<td>Catering</td>
<td></td>
</tr>
</tbody>
</table>
Activity 10

The Millennium Stadium is an example of a leisure facility which could also fit into a number of components of the leisure industry. These components are:
- Sport and physical recreation
- Arts and entertainment
- Home-based leisure
- Catering
- Attractions

Study the website of the Millennium Stadium and then suggest why the stadium fits into each of the components listed.

<table>
<thead>
<tr>
<th>Component</th>
<th>Explanation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sport and physical recreation</td>
<td></td>
</tr>
<tr>
<td>Arts and entertainment</td>
<td></td>
</tr>
<tr>
<td>Home-based leisure</td>
<td></td>
</tr>
<tr>
<td>Attractions</td>
<td></td>
</tr>
<tr>
<td>Catering</td>
<td></td>
</tr>
</tbody>
</table>
**Activity 11**

Think about some of the leisure facilities in the area near your home.

Complete the table below by listing two leisure facilities near your home and show the distance you have to travel to each.

<table>
<thead>
<tr>
<th>Component</th>
<th>Facility 1</th>
<th>Distance</th>
<th>Facility 2</th>
<th>Distance</th>
</tr>
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<tr>
<td>Sport and physical recreation</td>
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<tr>
<td>Arts and entertainment</td>
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<tr>
<td>Countryside recreation</td>
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<tr>
<td>Home-based leisure</td>
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<tr>
<td>Children's play activities</td>
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<tr>
<td>Attractions</td>
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<tr>
<td>Catering</td>
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</table>

Can you compare your answers with someone in your class who does **not** live near you?
Sports and physical recreation

Sports are organised games played as a team or as an individual. The major sports including rugby, football, cricket and hockey all form part of this component. Many people participate or take part in their favourite sports on a regular basis, often being a member of a club. Other people may be spectators and go to watch the sport being played, either at a local level or possibly at a national or even international level. Many sports enthusiasts would see themselves as both spectators and participants. Sports are all played according to a set of rules with the objective of scoring points in some way to win the game or match.

Many sports are team games, such as football which has 11 members of the team playing at any one time. Other sports may be individual sports when one opponent plays against another, as in a tennis match.

Physical recreation is when someone undertakes exercise but does not take part in a game or sport to compete against an opponent. Swimming and weight training are examples of physical recreation.

It is estimated that about two-thirds of the population of the United Kingdom take part in sport and physical recreation at least once a month. Many, many people watch sports on television or are spectators watching sports at a local, national or international level. The largest stadiums, such as Old Trafford in Manchester and the Millennium Stadium in Cardiff can hold over 70,000 people and are full for most games.

At the Millennium Stadium artificial lights are used to help the grass on the pitch grow.
The health advantages of taking part in sports and physical recreation are seen as being important as more people tend to be living an unhealthy lifestyle. Taking part in regular exercise and greater fitness leads to better health and a sense of personal well-being. There have been increasing efforts to encourage more young people to take part in sports and physical recreation in recent years.

Over a period of time certain sports become more or less popular. For example the sport of snooker is far less popular than it was twenty years ago. The major sports, such as football and rugby remain popular. Cycling, both on the track and on the road has increased in popularity recently partly as a response to the success of UK athletes in the Olympic Games and other events.

Major events such as the Olympic Games, Ryder Cup, Football World Cup and Six Nations Internationals create a great deal of interest. More importantly, they create many millions of pounds in revenues for the local economy and may employ hundreds of people. It is estimated that each Six Nations International match at the Millennium Stadium creates £10 million in income for the Cardiff area.

**Sports facilities**

Most sports require some form of facility in order to be played properly. For example, an informal game of football can be played on a patch of grass but an organised game would require goalposts and lines marking out the pitch.

There are many different facilities or buildings used for sport and physical recreation, including sports and leisure centres, ice rinks, tennis courts and bowling alleys. Sports stadiums are also buildings which are constructed specifically for spectators to watch sports.

In addition, there are specially constructed outdoor facilities, including athletics tracks and golf courses as well as natural and artificial sports pitches.

Also, natural features such as rivers, lakes, hills and mountains provide suitable sites for a range of sports.
The sea is a natural feature which can be used for sports such as surfing.

**Sports and leisure centres**

It is estimated that there are over 2,500 sports and leisure centres in the United Kingdom. Many of these contain a swimming pool designed to allow people to exercise and to compete in swimming matches. The majority of swimming pools are 25 metres long. (New-style leisure pools with flumes, wave machines and chutes have been developed more recently).

Sports and leisure centres vary in size and the range of facilities they provide. As well as a swimming pool many have a large and often a small sports hall which are multi-functional, which means that they can be used for a number of different sports.

Specialist facilities, such as squash courts, climbing wall and a fitness centre are also often provided. Social facilities such as cafes and a bar are also common.

Many sports and leisure centres are provided by local councils and it is quite common for smaller centres to be on the same site as a school or college.

Most sports and leisure centres provide:
- A range of sports facilities
- Lessons and classes
- Facilities for social events such as parties and weddings
- Food and drinks
- The purchase and hire of equipment and facilities
Health and fitness clubs
Whereas most leisure centres are operated by local councils, health and fitness clubs tend to be run by private sector organisations. These facilities contain modern exercise equipment such as treadmills and running machines designed to improve different aspects of fitness. Many also provide swimming pools, jacuzzis, saunas, massage and beauty therapy.

Health and fitness clubs operate through a membership system with members paying a regular sum of money each month to use the facilities. Some of the larger hotel chains have health and fitness facilities which are available to guests as well as the public who can join as members of the club.

Sports Clubs and Associations
There are many thousands of voluntary sports clubs in the United Kingdom which are linked to about 400 national governing bodies for different sports. These clubs and associations often operate in leagues to provide competition between clubs at a local level. Major sports such as rugby, hockey and football have many clubs providing opportunities at junior as well as adult levels. Nearly all small towns are likely to have at least one children’s football or rugby club organising matches for children in different age groups.

Often, these clubs have their own facilities such as pitches and bar and meeting room. Nearly all of these clubs are run on a voluntary basis by people who give up their time to run the clubs and organise matches.

Playing pitches
There are many thousands of pitches across the United Kingdom on which major sports are played. By far the most popular are football pitches, followed by cricket, rugby and hockey pitches. In addition, there are an increasing number of artificial pitches which are used for football practice and hockey matches. Many pitches are owned by sports clubs and associations but others are owned by local councils who hire the pitches to clubs for a fee.

Also, there are a significant number of tennis courts, some of which are artificial and some are grass. As with other sports pitches, tennis courts are either owned by a club or hired by local councils.
Sports Stadiums
Major sports draw many thousands of spectators to a large event. Not only are football and rugby played in front of large crowds but horse racing, cricket and motor racing can draw many thousands of spectators to large events.

Stadiums are built to allow people who want to see a major sporting event to do so. They are built around a pitch with stands on each side containing several thousand seats to allow spectators to watch the match in comfort. Stadiums also have facilities such as bars and restaurants and many are multi-purpose, meaning that they can host different sports as well as concerts and other events.

The ‘Liberty Stadium’ is a modern facility and is the home ground of Swansea City Football club and the Ospreys Rugby Club. Amongst other events, the stadium has also staged a concert by Sir Elton John.
### Activity 12

Complete the table below by finding out where people in your area can take part in each of the sports below. Identify the organisation which runs the activity and also make a note of the *source* you used to find out the information.

<table>
<thead>
<tr>
<th>Sport</th>
<th>Location/Facility</th>
<th>Organisation</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tenpin Bowling</td>
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<tr>
<td>Mini Rugby</td>
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<tr>
<td>Lady’s Football</td>
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<tr>
<td>Surfing</td>
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<tr>
<td>Road Cycling</td>
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<tr>
<td>Table Tennis</td>
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<tr>
<td>Snooker</td>
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<tr>
<td>Netball</td>
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<td></td>
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<tr>
<td>High Board Diving</td>
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<td></td>
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<tr>
<td>Boxing</td>
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<td></td>
<td></td>
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<tr>
<td>Ladies Basketball</td>
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<tr>
<td>Sport</td>
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<tr>
<td>Judo</td>
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<tr>
<td>Canoeing</td>
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<tr>
<td>Cricket</td>
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<tr>
<td>Athletics</td>
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<tr>
<td>Rugby</td>
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<tr>
<td>Gymnastics</td>
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<tr>
<td>Other sport</td>
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</tbody>
</table>

If you cannot find any of the sports in your area, explain why that might be the case.
Arts and Entertainment

In any town or city, on any night of the week, there is a range of arts and entertainment available where people can spend their leisure time. This component includes live entertainment as well as cinemas, museums and art galleries. Even within live entertainment people can choose to go to a theatre to watch a play or musical concert, visit an opera house or dance in a pub or club to various types of music. It is important to understand that in large towns and cities in particular, there is a very wide range of arts and entertainment on offer.

A recent development has been the growth in rock and pop music festivals which take place in a number of venues during the summer months.

Arts
Many people visit art galleries and museums on a regular basis for recreational, educational and cultural purposes.

Museums
Museums are institutions which collect, preserves and exhibits materials from the past in order to provide visitors with information about the lives of people who lived in the past. The majority of the exhibits in a museum were created for a specific practical purpose.

Over the last 20 years or so, there has been a number of living museums developed in the United Kingdom. In these, members of staff take on the roles of people who lived in the past to talk to visitors and to explain about the exhibits and the lifestyle of the people. The National Museum of Wales has developed a living museum at St Fagans, just outside Cardiff.

St Fagans is a ‘living museum’.
Art Galleries
Unlike museums, most of the items in the collections at art galleries were produced for the sake of art rather than for a practical purpose. Most art galleries show paintings, but sculptures and other art forms are also exhibited.

Entertainment

Cinema
Going to the cinema has always been a popular leisure activity and cinema attendance numbers continue to increase. This is partly because of the fact that many, but not all cinemas are multiplex facilities with excellent sound quality and a high level of comfort. Also, latest ‘block-buster’ productions such as the ‘Bond’ films and Indiana Jones are now produced with spectacular special effects which work better on big screens than they do on home televisions. Also, many modern cinema complexes are located on the outskirts of many towns making them more accessible.

Not all modern cinema complexes are outside of towns. The Millennium Stadium has a cinema complex next to it.
Theatres and concert halls

There are many hundreds of theatres and concert halls in the United Kingdom providing a wide range of live entertainment each evening. Even small town and village halls might hold pantomimes over the Christmas period, performed by amateur performers.

The range of live performances which may be available include:

- **Musicals** – performed in the West End theatres of London and in other theatres. Popular musicals include ‘Mama Mia’, ‘Joseph and the Amazing Technicolor Dream coat’ and ‘Chitty Chitty Bang Bang’.

- **Plays** – performed in many theatres, consisting of the spoken word rather than music.

- **Concerts** – performed by bands, groups or orchestras featuring all types of music.

- **Opera and Ballet** – classical music and dancing performances.

- **Pubs and clubs** – also provide a range of live musical entertainment and comedy clubs have comedians performing on regular occasions.

The vast majority of performances in theatres and concert halls are by professional performers, but throughout the country there are numerous **amateur** performances provided by local organisations including drama groups and operatic societies.
**Activity 13**

Imagine that someone is coming to stay in your area with a very wide taste in arts and entertainment.

Complete the table below to show how they could enjoy a different arts and entertainment experience every night of the week. Give exact dates and full details of costs.

You will need to do some research to find out what’s on in your area. (The person might have to travel to reach some of the venues).

<table>
<thead>
<tr>
<th>Day/Date</th>
<th>What is the venue?</th>
<th>What will the person see?</th>
<th>What is the cost of the event?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday</td>
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<td>Monday</td>
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<td>Tuesday</td>
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<td>Wednesday</td>
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<td>Friday</td>
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<tr>
<td>Saturday</td>
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</tbody>
</table>
Countryside Recreation

People who live in towns and cities visit the countryside to enjoy their leisure time. They may enjoy the peace and quiet of the country or appreciate the scenery and landscape. They may also enjoy the range of recreational activities available in the countryside which are not available in towns and cities.

Many, although by no means all of the activities available within the countryside recreation component could also be classified as sports, which require some form of physical effort or could take the form of a race or match.

Countryside recreation activities can be grouped as:

- Land-based – including walking, climbing, abseiling, potholing, horse-riding and mountain biking.
- Water-based – including sailing, canoeing, fishing and water-skiing.
- Air-based – including hang-gliding and hot-air ballooning.

*Climbing is a countryside recreation activity and is also a sport.*
All of these activities are not really possible within many central areas of towns and cities, although large parks might provide facilities for some of the activities. The countryside provides opportunities for millions of people to enjoy their leisure time by drives and picnics, walks and visits to parks and historic properties, as well as the more adventurous sporting activities.

Driving into the countryside for a picnic is a very popular leisure activity.

There are different types of area within the United Kingdom which are provided for countryside recreation activities.

These areas include:

- **National Parks** - these large areas with special landscape qualities provide a range of opportunities for the public to enjoy the national parks’ special qualities. The three National Parks in Wales are, The Brecon Beacons, Snowdonia and The Pembrokeshire Coast National Park.

- **Areas of Outstanding Natural Beauty (AONBs)** - AONBs are not as large as national parks and their scenery is not always as spectacular, but they do provide a range of recreational opportunities. There are four AONBs in Wales which are: Anglesey, the Clwydian Range, the Gower Peninsula, the Wye Valley
2.1.2 C Countryside Recreation

- **Heritage Coasts** - these are parts of the coastline which have not been developed and provide opportunities for walking and other activities.

- **Long Distance Footpaths** - these stretch for many miles across the countryside and include the Offa’s Dyke path in Wales.

- **Country Parks** - country parks are found much closer to towns and cities and are areas where people can get to easily from their homes. Like other countryside areas, they provide a variety of recreational and sporting activities. There are 17 Country Parks in Wales including Afan Forest Park, Margam Park, Clyne Valley Country Park and Penrhos Country Park.

*Clyne Valley Country Park, near Swansea provides a range of countryside activities.*
Activity 14

Make a study of a country park in your area. Use the following headings:

• Name and location (where it is)

• What activities are available (sports and recreation activities)

• What facilities are there (car parks, ranger service, guided walks, cafes, etc)

• What events take place in the country park

• Which organisation manages the country park

• What other organisations have an involvement in the country park (such as voluntary clubs and sports organisations)

• What activities are free and what have to be paid for

• What special events are held, or have been held in the country park

• What types of people might visit the country park and why
Home-based leisure

Home-based leisure is an increasingly important component of the leisure industry. As shown earlier, leisure time is when a person chooses to do what they enjoy. So all the time watching television, playing computer games, listening to music and texting friends from home is part of the leisure industry.

In recent years, **new technology** has increased the range of products available to provide entertainment and leisure in the home. Also, over the last 10 years people have generally become more affluent and so more can afford the latest gadgets and innovations.

The twenty first century is very much the ‘digital age’ with the technology associated with music, television, PCs, laptops and mobile phones developing at a rapid rate. Products which were new on the market two or three years ago soon become out of date.

Home-based leisure has become more fashionable and people see the advantages of staying in their own homes for their leisure and entertainment rather than travelling into city or town centres. Also, some people are not in a position to travel from their home easily because of a lack of suitable transport or other reasons.

Not all home-based leisure is related to entertainment technology. There has been more interest in **lifestyles** in recent years and cooking for pleasure, as well as ‘do-it-yourself’ (DIY) and gardening are now much more popular as leisure activities. This can be seen from the number of television programmes related to these topics. DIY superstores are found in all areas to sell a wide range of products which are used for home-based leisure.

It is impossible to list every product and activity related to home-based leisure, but the categories below cover most of the range.

**Traditional family games** - Games such as Monopoly, Scrabble, Snakes & Ladders and playing cards have been popular for a number of years. Newer games such as Pictionary and Cranium can be added to the ever-growing list.

**Children’s toys** - Younger children have a great deal of leisure time and the games they play are leisure products. Lego is a good example and there are games based on cartoon characters and successful films such as Harry Potter, Star Wars and Indiana Jones.
**Sports** - Some sports can be played as home-based leisure. Table-tennis tables and miniature pool or snooker tables are good examples. Basketball nets and mini football goals are also found in many homes with children.

**Fitness equipment** - Some people prefer to do regular exercise at home rather than belonging to a health club or gym. There is a range of equipment on the market including multi-gyms, rowing machines, exercise bikes and weights.

**Reading** - Many people read at home within their leisure time. Some read daily newspapers, others read magazines. Reading novels and non-fiction books is also very popular.

**Garden and patio** - Gardens differ according to the type of household living in the house they belong to. Family gardens will have children’s play equipment such as swings or a paddling pool in the summer. Many people enjoy taking care of their gardens and plant flowers and shrubs to make the garden look attractive. New products such as gazebos have become popular in recent years. Barbeques and outdoor eating is also more popular now than in the past with modern gas barbeques and patio furniture being a common feature of many homes.

**Cooking for pleasure** - There is a difference between eating meals as part of everyday life, such as breakfasts and lunches and cooking for a family celebration a party, or a meal with friends. Both men and women enjoy cooking for pleasure and make preparing a meal into a leisure activity.

**Takeaway food** - As well as cooking for pleasure, buying a takeaway meal delivered to your home is a popular leisure activity. Chinese and Indian foods as well as pizzas are the most popular types. Very often people eat their meals while watching a DVD or a television programme.

**Musical entertainment** - Music has always been a popular form of home-based leisure and entertainment. Before the days of radio and television, many families gathered around a piano or other instrument to sing. Many people enjoy learning to play a musical instrument at home as a leisure activity. Keyboards and karaoke machines are examples of new forms of musical entertainment as part of home-based leisure.

**Listening to music** - This is a good example of how different forms of technology have influenced home-based leisure activities. Originally,
music could only be listened to through radios. Recordings of music then became available through vinyl records and cassettes. The CD has been the main format in which recorded music has been listened to for nearly 20 years, but increasingly, more and more music is being downloaded from the internet. People can now listen to music through their televisions, PCs and MP3 players, and even on mobile phones.

**PCs and laptops** - Many households now have at least one PC or laptop and many have more than one. Although these can be used for work purposes or even homework, many children and adults enjoy surfing the internet for pleasure, perhaps booking holidays on-line. E-mails and MSN as well as the new range of ‘social-networking’ sites such as ‘Facebook’. Additionally, a wide range of games have been developed to be played on laptops and PCs.

**Radio** - Radio was one of the first forms of mass-communication using technology. A variety of radio programmes can now be accessed through a range of media including PCs radios, televisions and MP3 players.

**Television** - The development of television has been perhaps the most important change in home-based leisure over the last 50 years. Early TV’s showed programmes in black and white and only had one or two channels. What is now BBC1 was the first channel to be broadcast. Modern LCD, flat-screen digital televisions, linked to satellite and cable systems have many channels.
New products such as BBCi, on demand programmes, Sky Plus and the Virgin V+ box gives viewers much more control over when they watch their favourite programmes. DVD players and other systems allow people to have a ‘home cinema’ set up in their own homes and they can watch recently released films in their own homes rather than going to the cinema. However, cinema attendances have increased over recent years.

Also, hi-tech console games have been developed which can be used together with a television. Wiis, Playstation 3 and XBOX 360 are all examples of recently developed games with increasingly realistic graphics.

Digital photography - Taking photographs has always been a popular leisure activity and digital cameras have revolutionised how photographs are taken and stored. People can now make their own videos as well to show to family and friends.
**Activity 15**

Using an *Argos* catalogue (or the website) complete the following tasks.

Identify home-based leisure products you might buy for the following people and complete the table below. Give reasons for your choices.

<table>
<thead>
<tr>
<th>Person</th>
<th>Item for £10</th>
<th>Item for £20</th>
<th>Item for £100</th>
<th>Item for £250</th>
</tr>
</thead>
<tbody>
<tr>
<td>Young girl 5-7 years old</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Older teenage boy 19 years old</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A woman in her mid-30’s</td>
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<tr>
<td>A man of about 55 years old</td>
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</tbody>
</table>

**Reasons**

Young girl

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47
2.1.2 C Home-based leisure

Teenage boy

Woman in her 30’s
Man of 55

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**Activity 16**

Make a collage on sugar paper to show the range of new products available for home-based leisure.

**Activity 17**

List:
- 10 home-based leisure products which would be used in the garden
- 10 home-based leisure products which would be used upstairs
- 10 home-based leisure products connected to cooking for pleasure
- 10 home-based leisure products which would not have been available 5 years ago
Children’s Play Activities

This is a less important component of the leisure industry compared to home-based leisure or arts and entertainment. However, for families with younger children the opportunity to take the children to parks where they can play safely and enjoy themselves is very important.

Outdoor playgrounds are usually provided by local councils, often close to areas of housing. Playgrounds consist of swings and slides as well as other equipment.

Modern playgrounds provide a safe environment for young children and they are designed to reduce the risk of injury in the case of an accident. In particular, cushioned floors or other material is used to reduce the risk of injury and most playgrounds are protected from dogs.

Many playgrounds have been adapted and new playgrounds have been provided to allow for new activities such as skateboarding.

Some restaurants and other leisure facilities also provide special indoor areas where children can play, such as ‘ball parks’.

Many councils and some other organisations operate play schemes for younger children during the school holidays. These provide children with a range of supervised activities where they can play in a safe environment. Crèches and nurseries, where parents leave children while they are at work, would not be seen as being part of the leisure industry.

*Picnic area facilities are provided near children’s play equipment so that parents can watch their children.*
**Activity 18**

Identify four places near where you live which provide children’s play equipment.

Complete the table below.

<table>
<thead>
<tr>
<th>Name and location of children’s play facility</th>
<th>The equipment provided</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>
Attractions are places which people choose to visit for pleasure, interest or enjoyment. They are literally places which people ‘are attracted to’. There is a very wide range of attractions, varying from picturesque beaches to modern theme parks and historic buildings. It is estimated that there are about 6,400 attractions in the United Kingdom.

Attractions meet the needs of local people who may visit as part of their leisure time as well as tourists to the area in which the attraction is located. For example, at any one time the people visiting Oakwood theme park or sitting on a beach at Llandudno might be from the local area or tourists on holiday. Therefore attractions are a component of both the leisure and tourism industries.

Some attractions may also be part of other components of the leisure industry; for example, museums and art galleries are attractions but are also part of the arts and entertainment component. Also, the Millennium Stadium would be an attraction to people wanting to take the stadium tour as well as a major venue in which sports and other events are held.

It is possible to divide attractions according to whether they are free or fee-paying. People can visit beaches or museums without paying a fee, but it would be expected to pay to visit a theme park.
The most common way of grouping attractions is into three groups, which are:

- Natural attractions
- Purpose-built attractions, including heritage attractions
- Places which have become attractions over time.

**Natural attractions**

Natural attractions are landscape features which people find attractive and interesting and have a desire to visit. These may be peaceful lakes where they can walk, rugged mountains they can climb or beaches they can relax on. The landscape of Wales and the rest of the United Kingdom contain many natural features which people visit from Mount Snowdon to Lake Windermere to Cheddar Caves.

It is important to understand that natural attractions are specific places and not wider areas of land. Mount Snowdon would be a natural attraction but Snowdonia National Park would be a tourist area which contains a range of attractions.

Some natural attractions are free and some are fee-paying. There is no charge for visiting a beach or walking on a mountain but people do pay an entrance charge to visit attractions which are on private land, such as the Dan Yr Ogof show caves. Other cave systems in the United Kingdom, such as Cheddar Caves, are also fee paying.
Purpose-built attractions

Purpose-built attractions are usually fee-paying and usually are operated by private sector organisations in order to make a profit. The major theme parks of the United Kingdom, such as Alton Towers, Thorpe Park and Oakwood all fit into this category, as do more recently-built attractions such as the London Eye and the Eden Project in Cornwall.

Unlike many similar attractions, Blackpool Pleasure Beach is free to enter, but visitors have to pay to go on the rides.

In other theme parks, the rides are free once the entrance fee has been paid.

Another important group of purpose-built attractions are heritage attractions, including the Jorvic Centre in York and Beamish Open Air Museum. St Fagan’s could also be classed as a heritage attraction. Many of these attractions are fee-paying and some are free.

St Fagans is a heritage attraction.
**Places which have become attractions over time**

As we have seen, purpose-built attractions were built in recent times to attract tourists to them and to provide opportunities for people to enjoy their leisure time.

Other buildings and historic sites were not originally designed to be attractions, but to attract millions of visitors each year. These buildings include Royal palaces, country estates and grand houses, churches and cathedrals.

In Wales, the many castles which are found throughout the country are important attractions which visitors can enjoy in their leisure time or as tourists visiting the country. In addition, the sites of former battlefields are also seen as attractions.

*Cardiff Castle is one of many castles found throughout Wales.*


Activity 19

Tourist attractions can be one of three types. They can be:
1. Natural
2. Purpose built (man-made)
3. Not originally built as a tourist attraction but are now visited by tourists

For each of the following note if it is a natural attraction, a purpose built attraction or has become an attraction. (You could use the numbers 1, 2 or 3)

1. A waterfall
2. A theme park
3. A castle
4. A beach
5. A lake
6. A theatre
7. A historic building
8. A range of mountains
9. A church
10. A fun fair
11. A Royal palace
12. A museum
13. A battlefield
14. A forested area
15. A waxworks
16. A zoo
<table>
<thead>
<tr>
<th></th>
<th>Attraction</th>
</tr>
</thead>
<tbody>
<tr>
<td>17</td>
<td>An historic ship</td>
</tr>
<tr>
<td>18</td>
<td>An old factory</td>
</tr>
<tr>
<td>19</td>
<td>An abbey</td>
</tr>
<tr>
<td>20</td>
<td>A shopping mall</td>
</tr>
<tr>
<td>21</td>
<td>An extinct volcano</td>
</tr>
<tr>
<td>22</td>
<td>A canal</td>
</tr>
<tr>
<td>23</td>
<td>A Government building</td>
</tr>
<tr>
<td>24</td>
<td>A bridge</td>
</tr>
<tr>
<td>25</td>
<td>A holiday village</td>
</tr>
<tr>
<td>26</td>
<td>An ancient burial ground</td>
</tr>
<tr>
<td>27</td>
<td>An historic farm</td>
</tr>
<tr>
<td>28</td>
<td>An island</td>
</tr>
<tr>
<td>29</td>
<td>A mountain railway</td>
</tr>
<tr>
<td>30</td>
<td>An area of coast with cliffs</td>
</tr>
</tbody>
</table>
Activity 20

Choose one area of the United Kingdom. This could be a city, a National Park or a seaside town. (Choose an area large enough to have a range of attractions).

For your chosen area, describe the major natural attractions, purpose built attractions and places that have become tourist attractions.

Name of chosen area……………………………………………………………

Natural attractions

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Purpose built attractions

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Places that have become tourist attractions
2.1.2 C Attractions

Places that have become tourist attractions
In recent years, the range of different types of restaurant has increased, with food from a number of countries being easily available. Most town centres would have Chinese, Indian and Italian restaurants as well as other traditional types of restaurants.

American fast-food restaurants have become increasingly popular in the last 20 years.

Many restaurants also offer the choice of a take-away service or home delivery, further increasing the amount of choice available. Also, some fast-food restaurants offer a ‘drive-through’ option, meaning that food can be delivered straight to the car.

People also make use of catering services as part of other leisure activities where the main purpose of the leisure activity is not eating the meal or having a drink. Many leisure facilities provide some form of catering service including:

- Sports and leisure centres - providing cafes, bars and function rooms with catering provided
- Cinemas- bars and snack shops
- Theme parks - restaurants and bars
- Swimming pools - cafes and vending machines
- Sports stadiums - bars, conference facilities, burger and fish and chip stands outside
- Historic properties - cafes and tea rooms
- Natural attractions - visitor centres with restaurants
Another aspect of the catering component is known as **outside catering**. This takes place at major sporting events such as the British Grand Prix or Wales GB Rally, and music festivals where thousands of people need to be provided with food in an area which does not have permanent facilities. Temporary catering facilities must be installed and perhaps hundreds of people employed to meet the needs of those attending the concert or event.

*As can be seen, enjoying a drink or a meal is an important ingredient of many leisure activities.*
Activity 21

Produce a display to show the variety of catering facilities in the area where you live. This could take the form of a map of the area showing where different types of catering facility are found.

Alternatively, you could produce a PowerPoint presentation which shows the variety of catering facilities in your area and their location, together with the types of food and drink they serve and an outline of the prices charged.

Make a list of all the sources of information you use to complete the activity.
Components of the Tourism Industry

As with the leisure industry, the tourism industry also contains a wide range of organisations and facilities which provide people with the opportunity to travel and to take part in tourist activities.

The components of the tourism industry are:

- **Travel agents** - the main role of travel agents is to sell travel products such as holidays, flights, travel insurance and currency to the public.

- **Tour operators** - These are the organisations which ‘build’ package holidays by contracting with airlines and accommodation providers to produce holidays, which may be sold to the public through travel agents. There are inbound, outbound and domestic tour operators.
  - **Outbound** tour operators provide holidays to overseas destinations, which are usually sold by travel agents.
  - **Inbound and domestic** tour operators organise tours and holidays to different areas of the UK and may bring tourists to the chosen area of study. E.g. UK residents visiting Bournemouth or Tenby on a coach tour.

- **Tourist information and guiding services** - this component includes Tourist Information Centres (TICs), Tourist Boards and local authorities, Guiding Services (Blue Badge Guide, Guide Friday).
- **On-line travel services** – This is a new component of the travel industry, which provides travel and tourism products through websites. Major companies include organisations such as Travelocity, LastMinute.com and Expedia, airline websites such as easyJet, Ryanair and accommodation booking sites such as hotels.com, and Tripadvisor.

- **Accommodation and catering** – There is a range of accommodation available for tourists including **serviced** accommodation (hotels, guesthouses and B&B), and **non-serviced** accommodation (campsites, caravan sites, holiday cottages).

- **Attractions** – As mentioned above, attractions feature in both the leisure and tourism industries because local people can visit them in their leisure time and by tourists staying in the area. Attractions include - **natural** attractions such as beaches and mountains; **purpose-built attractions** including theme parks, zoos, ornamental gardens.

- **Transport** – All forms of transport including air, sea, rail, road (bus, car, coach, and taxi) are included in this component.

*Tourist buses and coaches form part of the **transport component** of the tourism industry.*
**Activity 22**

Put the following facilities into the correct component of the tourism industry. Because of the way in which travel agents and tour operators work, one of the organisations in the list below fits into two components.

Facility/organisation:

Tourist Information Centre  
Travelocity  
First Great Western  
Hilton Hotels  
Oakwood  
Thomas Cook

<table>
<thead>
<tr>
<th>Component</th>
<th>Facility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel agents</td>
<td></td>
</tr>
<tr>
<td>Tour operators</td>
<td></td>
</tr>
<tr>
<td>Tourist information and guiding services</td>
<td></td>
</tr>
<tr>
<td>On-line travel services</td>
<td></td>
</tr>
<tr>
<td>Accommodation and catering</td>
<td></td>
</tr>
<tr>
<td>Attractions</td>
<td></td>
</tr>
<tr>
<td>Transport</td>
<td></td>
</tr>
</tbody>
</table>
Travel Agents

The most common form of travel agent is retail travel agencies which sell holidays and other tourism products to the public. Retail travel agencies are either independently owned, or are part of a chain of agencies owned by the same large company. Chains such as Thomas Cook and First Choice operate several hundreds of shops each.

Thomas Cook is a chain of travel agents and is one of the largest travel companies in the UK.

‘Travel WithUs’ is an independent travel agent.

Travel agents sell a range of travel products. As well as holidays and flights, the travel agents sell travel insurance, car hire, coach and rail travel as well as theatre tickets and currency exchange.
In the past, the travel agents main role was to advise the customer about which holiday was more suitable for them, and then sell the holiday. However, independent travel agents are finding it increasingly difficult to compete against the larger organisations. Also, many more people are booking their holidays and buying other travel products through the internet.

Selling cruise holidays is one area of growth for leisure travel agents.

Over roughly the last decade, travel agents have found business difficult. Many of the products they sell from high street stores are now available on the internet, often at cheaper prices. More travellers can buy travel products from the comfort of their own home.

Although the last decade has seen a change in the ways travel agents work, the larger travel agents are still seen on the high streets of most towns. This is for a variety of reasons, including:

- The travel agency may attract passing trade as people walk along the high street
- Being on the high street promotes a successful image and gives potential customers confidence in the company
- People working in businesses situated on the high street will have the opportunity to visit the travel agency going to and from work and during their lunch hour.
Business travel agents specialise in selling flights, hotel accommodation and other products to business travellers. Business travel involves travelling for meetings, attending conferences, taking part in trade fairs and exhibitions. It also includes ‘incentive travel’ where travel opportunities are provided for workers as prizes for meeting targets or for other rewards.

Business travel agencies offer specialised services, such as dealing with high-spending clients who have specific needs or providing complex itineraries at short notice.

Today more travel products are sold through call centres, which is a new way of booking holidays and purchasing other travel products. They have grown with the introduction of teletext and television travel channels. Clients are able to dial a telephone number and discuss their travel requirements with a travel agent counsellor over the telephone. Once a holiday has been arranged, payment can be made by credit card.

On-line travel agents have grown because of the increased availability of the internet. These companies, including Last Minute.com, Expedia and Travelocity, have vast databases linked to airline and accommodation providers which can offer information on prices and schedules within seconds.

On-line travel agents have seen tremendous growth in recent years and are likely to be the way in which most travel products are sold in the future.
### Activity 23

Answer **true** or **false** to the following questions about travel agents.

<table>
<thead>
<tr>
<th>Question</th>
<th>True or false?</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Travelocity</em> is an example of a high street travel agent.</td>
<td></td>
</tr>
<tr>
<td>‘Incentive travel’ is a form of leisure travel.</td>
<td></td>
</tr>
<tr>
<td>Large travel agents have high street shops so that they can attract people passing by.</td>
<td></td>
</tr>
<tr>
<td>The number of cruise holidays sold by travel agents has grown in recent years.</td>
<td></td>
</tr>
<tr>
<td>People contact call centres by using the internet.</td>
<td></td>
</tr>
<tr>
<td><em>Lastminute.com</em> is an example of an on-line travel agency.</td>
<td></td>
</tr>
<tr>
<td>Retail travel agents are more likely to deal with very high spending clients.</td>
<td></td>
</tr>
<tr>
<td>Foreign currency can be bought at travel agents.</td>
<td></td>
</tr>
<tr>
<td><em>First Choice</em> is an independent travel agent with only a small number of branches.</td>
<td></td>
</tr>
<tr>
<td>The number of travel agents found on the high street is increasing.</td>
<td></td>
</tr>
<tr>
<td>More people are likely to buy travel products on-line in the future.</td>
<td></td>
</tr>
<tr>
<td>The <em>Expedia</em> company can be contacted mainly through a call centre.</td>
<td></td>
</tr>
</tbody>
</table>
Tour Operators

Tour operators are organisations that ‘build’ holidays. Quite simply, the tour operator buys the components of a holiday; flights, accommodation and transfers and puts them together as a ‘package’. That’s why they are called **package holidays**.

Because these components can be bought in bulk, the tour operator can usually provide the holiday cheaper than if the customer bought and arranged each component of the holiday separately.

The tour operator is often referred to as a **wholesaler** of holidays, selling products through a **retailer**, who is the travel agent. The suppliers of transport, accommodation and other components of the holiday are referred to as **principals**.

As the UK tourism industry developed through the second half of the twentieth century, tour operators became successful in providing an ever-increasing range of package holiday options to leisure tourists. Tour operators were able to produce brochures showing destinations and accommodation options with prices for the holidays shown. Customers would go to their high street travel agent to collect brochures from different operators featuring the holiday area the tourist would like to visit.

When a choice had been made the tourist returned to the travel agent to make a booking. The travel agent would receive a payment from the tour operator, called a **commission**, in return for making the booking and selling the holiday.

*Package holidays are attractive to some tourists because so much of the organisation is done for them.*
In recent years, the major tour operators have changed the way they operate and are able to sell more of their holidays directly to the public without using travel agents. Some tour operators have become travel agents as well.

**Types of tour operator**

Within the United Kingdom there are some 600 organisations working as tour operators. These can be grouped into one of the following categories:

- Mass-market tour operators
- Specialist tour operators
- Domestic tour operators
- In-bound tour operators

**Mass-market** tour operators specialise in selling high volumes of holidays, mainly to traditional short-haul coastal destinations in Europe. These companies include some of the most familiar names in the travel industry including *Thompson (TUI), MyTravel, Thomas Cook* and *First Choice Holidays*.

As their name suggests, **specialist** tour operators specialise in particular types of holidays, rather than provide mass-market products. Very often a specialist tour operator will provide holidays to a specific country or offer adventure tours to a region such as the Amazon or South East Asia.

**Domestic** tour operators provide package holidays which take place within the United Kingdom. This type of holiday is more favoured by older holidaymakers who enjoy the companionship of the coach journeys to regions of the United Kingdom they may not have visited before.

*Domestic tour operators generally use less expensive accommodation in order to make the tours more affordable to their market.*
**In-bound tour** operators provide tours of the United Kingdom for tourists visiting from overseas. Many people, living in countries throughout the world, hope to be able to visit the United Kingdom at some point in their life. Each day, travel agents in different countries sell package tour holidays to the United Kingdom.

A large number of these tours are based on the heritage, gardens and castles found throughout the United Kingdom and London remains one of the prime destinations for in-bound holidaymakers. There are over 200 in-bound tour operators providing a range of holiday options to the United Kingdom.
Activity 24

Using old brochures make a collage to show the range of holidays available through tour operators.

Activity 25

Using websites and brochures compare the holidays available from a mass-market and a domestic tour operator.

The mass-market tour operator could be Thompson (TUI), MyTravel, Thomas Cook or First Choice Holidays.
Tourist information and guiding services

This component of the tourism industry is responsible for providing information to tourists, promoting attractions and accommodation in the area and marketing destinations to potential tourists. They include tourist boards and similar organisations.

Generally, these are non-commercial organisations set up by governments to support the work of the tourism industry. Many governments recognise the importance of tourism to the economy and have set up national tourist boards to promote their country or region to potential inbound tourists.

In the United Kingdom, as in many other countries, public sector involvement operates at three levels:

- **National level** - through the work of government departments and National Tourist Boards
- **Regional level** - activities undertaken by Regional Development Agencies and Regional Tourist Boards
- **Local level** - through local authorities and councils.

National Tourist Boards

**VisitBritain** - this organisation is responsible for promoting the whole of Britain as a tourist destination to potential inbound visitors. It does this by providing information to individuals, and more importantly through working with travel and tourism organisations in other countries in helping them to arrange visits to Britain.

**Visit Wales** - aims to develop the tourism product in Wales through effective marketing, showing potential tourists what is special about Wales.

Many staff who work in TICs in Wales are bi-lingual.
Regional Tourist Boards
Regional Tourist Boards (RTBs) work closely with the Regional Development Agencies. The RDAs are funded from central government to promote economic development, including tourism, in their areas. There are currently nine RTBs in England and four Regional Tourism Partnerships in Wales.

Local Authorities and Tourism
Many local councils in cities, as well as county councils, recognise the value of tourism in terms of creating jobs and bringing income into the local economy. Local authorities may support tourism in a number of ways including:

- Providing promotional leaflets, brochures and websites
- Maintaining parks and gardens
- Maintaining local theatres and arts centres
- Providing an accommodation booking service

Tourist Information Centres (TICs)
Tourist Information Centres is the generic term most commonly used for offices and other places where tourists go for information about the destination they are visiting. In fact, there are a number of differences in the services provided by different TICs, depending on the nature of the organisation which is funding them.

*National Park information centres provide visitor information about activities taking place within the park.*
TICs may be funded by Regional Tourist Boards, local authorities, National Parks and possibly other organisations. The service they offer will depend to a certain extent on where they are located as well as the organisation through which they are funded. All TICs will provide information about local attractions and accommodation. Many offer a range of local produce for sale as well as other souvenirs.

**Tourist guiding services**

Tourist guides are extremely useful in providing tourists with key information about the destination they are visiting. In some attractions, the only way to visit is by a guided tour; visitors are not allowed to wander by themselves.

Tourist guides are qualified people who have been trained to provide guided tours of cities and other destinations. They have a wealth of knowledge about the destination and help the tourist to enjoy a more informative visit. Guides would be contracted on a daily basis by tour operators to provide guided tours. They are usually *self-employed* people working for a daily fee.

*Tourist guides provide information to make visits more interesting*
Activity 26

Visit a Tourist Information Centre in your area and find out:

- What is the name of the organisation which funds and manages the centre.

- How many people work there and what their jobs are.

- What sort of information is available from leaflets and brochures? How is this information displayed?

- Is all the information in paper format, or are there electronic forms of information such as display boards or screens.

- What is for sale in the centre? Describe the range of products for sale.

- What information can be obtained from the people working in the centre?

- What travel products can be purchased from the people working in the centre?

- Is the centre easy to find?

- Where is it located?
On-line travel services

The development of computer technology, and in particular the Internet in recent years, has had a dramatic effect on the way in which people buy travel and tourism products.

Fifteen years ago it was not possible for the public to buy a holiday, flight or accommodation on-line this had to be done through a travel agent, who made a charge for the service.

As the Internet became available to more and more people, travel companies saw the possibility of selling their products directly to the public. This was also made possible by the fact that credit cards could be accepted on-line, so that tourists were able to pay easily for the products they bought.

Today nearly all travel and tourism organisations have a website which can be used to find out information about the organisation, make reservations or to buy tickets. The main on-line travel services can be grouped into four categories. These are:

- Airlines
- Tour operators
- Accommodation providers
- On-line only organisations
Airlines
The first organisations to use the Internet successfully were the budget airlines such as Ryanair and easyJet, as well as others. These airlines sold tickets in a very different way to traditional airlines. Seats were sold through the Internet and no ‘tickets’ were issued. A printed piece of paper with a reference number was all that was required. Travellers could use the Internet to see the flight schedule and the exact cost of the ticket before booking.

Today, all airlines have websites from which bookings can be made and e-tickets are now used widely. Also, passengers can check-in for their flights on-line the day before. Some airlines also allow passengers to choose their seats through their websites.

Tour operators
Tour operators are making increasing use of the Internet to sell holidays and other travel products. Traditionally, tour operators have used brochures to give their customers information about the destinations they might choose for their holiday. However, brochures are increasingly expensive to produce and cannot give up-to-date information. Also, it is now possible to give ‘virtual tours’ of hotels and destinations through websites. So although major tour operators still sell holidays through travel agents and their high street shops, the Internet is increasingly important to them.

Accommodation providers
As with airlines, all major hotels have websites which allow people to make reservations and check if the type of room they want is available. The cost of the room and other information about the hotel can also be displayed on the website.

*Travelodge is a good example of an accommodation provider which relies heavily on website bookings.*
More recently, specialised on-line organisations have been set up which allows tourists to compare the range of accommodation available at a destination before making a booking. These organisations make a profit by charging a commission to the accommodation provider. Well-known examples are alpharooms.com and hotels.com. Another development is websites where tourists are encouraged to give a review or rating to a hotel they have used. This enables those people looking for accommodation to get further information about the hotel they might book. One of the most used websites of this type is tripadvisor.com.

**On-line only organisations**

These organisations operate as ‘virtual travel agents’ selling a wide range of travel products through websites. By using these sites tourists can book flights, car hire, accommodation and other products as a package or independently. The organisations work by having access to the databases of other travel organisations which they can search rapidly to meet the customers’ requests. The most important of these organisations are:

- Lastminute.com
- Travelocity
- Expedia
- Opodo
- E-bookers

*On-line travel organisations can be used to book flights, accommodation and car hire to anywhere in the world.*
Activity 27

Use the websites below to check the price of a return flight from any UK airport to Rome, Paris or Barcelona. The length of stay could be four or five nights. Choose a date for the outward and return flights about three months ahead of when you are completing the activity. Complete the table below.

<table>
<thead>
<tr>
<th>Departure airport</th>
<th>Departure time</th>
<th>Arrival airport</th>
<th>Cost of outward flight</th>
<th>Cost of return flight</th>
<th>Total cost of flight</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="http://www.ryanair.com">www.ryanair.com</a></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><a href="http://www.ba.com">www.ba.com</a></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><a href="http://www.easyJet.com">www.easyJet.com</a></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><a href="http://www.expedia.co.uk">www.expedia.co.uk</a></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Which of the flights would you choose? Explain why.

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82
Activity 28

Do a website search for accommodation in your area. What is the cheapest hotel room you can find for a certain night and what is the most expensive?

Activity 29

Using www.lastminute.com and www.thomascook.com compare prices and how easy the websites are to use for the following holiday.

A family of two adults and one child under 11 years old, anywhere in Spain, any time in August. ‘Four star’ accommodation required.
Accommodation and catering

Apart from people visiting friends and relatives, all tourists need accommodation. People need to be comfortable and safe in their accommodation and feel that it is meeting their needs.

Tourists have a wide range of accommodation types to choose from depending on type of tourist trip they are taking, their budget and the make up of the party travelling. In terms of cost, rooms in the best hotels in major cities can cost up to £1,000 per night. At the other end of the scale, a bed in a hostel can cost only a few pounds.

The majority of organisations offering accommodation operate commercially; they are attempting to make a profit from providing accommodation for tourists. One exception to this is the Youth Hostel Association, which operates as a charity.

One of the principal ways of sub-dividing accommodation is into serviced and unserviced accommodation.

Serviced Accommodation
The essential ingredient of serviced accommodation is that the room in which the guest is staying is ‘serviced’ or cleaned. This includes making beds, cleaning the room and changing the towels. Meals may also be provided by the hotel, but the essential ingredient of serviced accommodation is that the room is cleaned.

Types of serviced accommodation include:

- Hotels
- Motels and lodges
- Bed and Breakfast establishments
- Guesthouses
- Cabins on cruise ships

Facilities in hotels, such as swimming pools, often help to attract more customers.
A range of standard terms are used to describe the arrangements for serviced accommodation. These are:

- **Room only** - the guest has only paid for the use of the room and is able to buy meals at an additional charge in the hotel restaurant or anywhere else.

- **Bed and breakfast** - the price charged for the accommodation includes the price of a room as well as a breakfast, normally taken in the hotel restaurant.

- **Half board** - the price paid by the guest includes the cost of the room, breakfast and one meal. This is usually an evening meal taken in the hotel restaurant. The guest is expected to buy their lunch elsewhere.

- **Full board** - the room and all meals are provided.

- **All-inclusive** - as well as all meals, the use of the hotel facilities, such as sports and fitness equipment, are included in the price. Usually, all-inclusive arrangements allow guests limited quantities of free alcoholic drinks as well.

**Unserviced Accommodation**

With unserviced accommodation, the guest is responsible for making the beds and any cleaning. Very often, unserviced accommodation is also self-catering, but not always. For example a complex of apartments may have unserviced accommodation but a restaurant is available on site.

Types of unserviced accommodation include:

- Cottages
- Chalets
- Villas and apartments
- Camping and caravan sites
- Second homes and timeshares
- Canal boats
- Home exchanges
Types of accommodation

Different types of accommodation can be identified according to the range of facilities and services they have available for their guests.

Hotels
Hotels provide a wide range of facilities and services which are open to guests or residents of the hotel as well as non-residents. Anybody can visit the bar or restaurant of most hotels for a drink or meal.

Many hotels also provide conference and meeting facilities and can cater for several hundred visitors as well as those staying at the hotel. Also, it is common for hotels to have leisure and fitness facilities as well, with swimming pools and saunas being common.

Hotels may be part of an internationally known chain, such as Holiday Inn or Hilton; alternatively they may be family-run establishments of less than 20 bedrooms.

Hotel chains such as Ramada are found throughout the world

Guesthouses
Guesthouses tend not to be open to the public in the same way as hotels. Restaurants and a bar, if provided are for residents use only. Guesthouses tend to be small family-run establishments with less than 10 bedrooms being common.
Bed and breakfasts
Very often, bed and breakfast rooms are provided within a private residence. Guests may or may not have the use of a lounge area but no bar or restaurant will be available. Guests are not expected to stay in the establishment during the day but leave as soon as breakfast has been served.

Some pubs offer bed and breakfast accommodation

Lodges and motels
Lodges are a relatively recent development in the United Kingdom, which have developed from the American motel concept. Travelodge, Holiday Inn Express, Premier Travel Inn and Park Inn are all examples of lodge accommodation. These provide accommodation on a room only basis, although a breakfast and meals in a nearby restaurant may be available. They offer a standard bedroom which is furnished to the same specification wherever the hotel is located. The majority of guests staying in lodges are travelling by car.

Hostels
In the United Kingdom most hostels are managed by the Youth Hostel Association (YHA). The YHA is an example of a voluntary organisation which aims to provide affordable accommodation for people while they are travelling. Most YHA hostels are situated in countryside areas and National Parks, encouraging people to enjoy the scenery and beauty of these areas. YHA hostels have different grades of accommodation, from simple to a more sophisticated level of comfort.
Throughout the world, ‘backpacker hostels’ can be found in tourist areas, providing inexpensive accommodation for younger people travelling on a budget. Accommodation may only cost a few pounds a night but guests may have to share rooms with strangers and prepare their own meals.

**Cottages, villas, gites and chalets**
All of the above provide self-catering holiday accommodation in self-contained buildings. The building may have been constructed specially for tourist accommodation or may have been converted for tourist use. The building is hired by the holidaymaker from the owner for a period of time. This is normally one or two weeks.

At Clyne Farm near Swansea, stables have been converted into holiday cottages.
This type of accommodation appeals to larger family groups or friends who are happy to ‘do their own thing’ rather than have to conform to the requirements of a hotel. The holidaymakers need to be prepared to do all of the usual household tasks and in the majority of cases, will need private transport to reach attractions and other facilities.

A relatively recent innovation in the United Kingdom has been the introduction of the holiday village. This purpose built accommodation is situated in quiet country areas. The villages are self-contained and holidaymakers are provided with a range of leisure activities and facilities. The most well known of these developments are the Center Parcs villages. This company runs four holiday villages in England. In Wales, the Bluestone project is the latest purpose-built holiday village to be developed.

Holiday villages have evolved from the ‘holiday camps’ developed by Billy Butlin some seventy years ago.

**Camping and caravan sites**
Most people spend at least one night of their lives sleeping in a tent. Camping remains a popular activity with several thousand camp sites available in the United Kingdom. Camp sites offer a range of facilities from basic toilet blocks to modern facilities with bars and restaurants on sites. Some camp sites have swimming pools as well.

There is thought to be over one million caravan owners in the United Kingdom. Modern caravans are very well equipped and usually have shower and toilet facilities as well as a fridge and oven. Caravan owners enjoy the freedom of being able to move from site to site and the comforts of their own ‘home from home.’

The majority of camp sites are run as private enterprises with a large number run by farmers for whom the site produces significant income during the summer season.
Purpose-built holiday cottages have been constructed in many countryside areas of the United Kingdom.

Second homes
Increasing numbers of United Kingdom residents are now able to afford to buy a second home. Until 20 years ago, second homes were mainly purchased by more affluent people living in urban areas of the country who wanted a home in the country as well. Areas of South West England in particular, as well as parts of Wales, have suffered from property prices being inflated because of the demand for second homes. This meant that young people living in the area were unable to afford to buy their own home.

Timeshare
The timeshare concept involves a company building accommodation with a range of facilities and selling ‘time slices’ of the property to clients. Thus, a person may buy an apartment within the property for the one or two specific weeks which they have purchased. They have the use of the apartment and facilities for those specific weeks only.

Catering
Nearly all types of accommodation have some type of catering facility. Large hotels will have at least one restaurant, and possibly several restaurants. Smaller hotels and guesthouses will have a limited menu or will only serve food at specific times.

Self-catering accommodation will have some form of cooking facilities.
### Activity 30

For each of the statements in the table below, state if it true or false.

<table>
<thead>
<tr>
<th>Statement</th>
<th>True or False</th>
</tr>
</thead>
<tbody>
<tr>
<td>Most organisations providing accommodation operate on a voluntary basis.</td>
<td></td>
</tr>
<tr>
<td>Hotels, motels and lodges are examples of serviced accommodation.</td>
<td></td>
</tr>
<tr>
<td>For accommodation to be ‘serviced’ food has to be provided.</td>
<td></td>
</tr>
<tr>
<td>Half-board means that breakfast and one meal is provided.</td>
<td></td>
</tr>
<tr>
<td>In guesthouses, the bar and restaurant is normally open to the public.</td>
<td></td>
</tr>
<tr>
<td>The Youth Hostel Association is an organisation providing accommodation from the commercial sector.</td>
<td></td>
</tr>
<tr>
<td>A range of catering is provided in gites and villas.</td>
<td></td>
</tr>
<tr>
<td>Centre Parcs is an example of a hotel chain.</td>
<td></td>
</tr>
<tr>
<td>Holiday villages have evolved from holiday camps, such as those operated by Butlins.</td>
<td></td>
</tr>
<tr>
<td>Second homes are common in South West England and parts of rural Wales.</td>
<td></td>
</tr>
</tbody>
</table>
## Activity 31

For the area in which you live, find out about the following types of accommodation and give the location and brief information about the accommodation.

<table>
<thead>
<tr>
<th>Type of accommodation</th>
<th>Example from your area</th>
</tr>
</thead>
<tbody>
<tr>
<td>A YHA youth hostel</td>
<td></td>
</tr>
<tr>
<td>A four or five ‘star’ hotel</td>
<td></td>
</tr>
<tr>
<td>A guesthouse</td>
<td></td>
</tr>
<tr>
<td>A campsite</td>
<td></td>
</tr>
<tr>
<td>A caravan park for mobile homes</td>
<td></td>
</tr>
<tr>
<td>A Bed and Breakfast</td>
<td></td>
</tr>
<tr>
<td>A Travelodge/ Premier Inn or Holiday Inn Express</td>
<td></td>
</tr>
<tr>
<td>A holiday flat or apartment</td>
<td></td>
</tr>
</tbody>
</table>

For each of your answers make a note of the **source of information** you used.
Activity 32

Either

Produce a guide to the range of accommodation in your area.

Or

Produce a PowerPoint showing the range of accommodation in your area.

Or

Produce a wall display of the range of accommodation in your area.

Make sure you list all the sources of information you use and suggest which were the most useful.
**Transport**

All tourism trips require different forms of transport to get people from their home to their destination. On many occasions, tourists may use a variety of forms of transport and for all holidays involving air travel, passengers must get to their departure airport by road or rail and then they must get from the airport to their final destination using another form of transport.

One of the advantages of using a private car for a holiday is that the car can take the holidaymaker from ‘door to door’ and there is usually more space for luggage.

A good transport network is necessary for a successful travel and tourism industry. Tourists need to know that when they arrive at a destination, the transport they need to use is reliable. Tourists, whether travelling for leisure or business purposes, do not want to travel on over-crowded trains or get caught in traffic jams.

Once at the destination tourists may make use of different forms of transport. Taxis, trams, and underground systems are often used to transport tourists within a destination.

Organisations in the transport component of the travel and tourism industry are often referred to as **principals**. These include:

- coach operators
- car hire companies
- train operators
- ferry and cruise companies
- airlines
- airports.

*Train operating companies are one of many transport principals.*
2.1.2 D Transport

Land travel
Land travel includes travel by road or rail; in the case of road using private motor cars, coaches, taxis and hire cars.

Private motor cars
Cars offer more convenience and flexibility than any other form of transport. Everybody who owns a motor car has a great deal of choice over when they travel, and for many destinations, they can travel door to door. Many journeys involving international travel may begin with a car journey to an airport or railway station.

Cars are used most commonly for domestic holidays and day trips. However, many outbound UK tourists take a car to destinations in Europe, in particular France and northern Spain. Generally, taking a car provides tourists with fewer restrictions on the amount of luggage which can be carried. This may be an important consideration for families with younger children.

A surprising number of tourist trips in the United Kingdom are made by cars towing caravans. Caravans offer convenience and flexibility, with modern caravans providing a high degree of comfort. Caravan sites are available throughout the United Kingdom and Northern Europe.

In addition, camping is a popular type of holiday using road transport with campers being able to carry tents and other equipment by car.

Coaches
Coaches provide a number of functions and choices for travellers. Firstly, coaches provide an alternative to rail transport between major cities. Companies such as National Express and Megabus offer a network of services between large towns. These scheduled services are often cheaper than rail travel but are often slower and there may be traffic congestion on motorways. Scheduled coach services also provide links to airports from some major cities and railway stations offering travellers an alternative method of travelling to the airport.

Coaches can be used by tour groups to visit different destinations.
Coaches can be hired by groups of tourists who are going on a day’s excursion or a touring holiday. Coaches are also extensively used for touring holidays within the United Kingdom and Europe, and there are a number of large commercial companies offering ‘packaged’ coach touring holidays with the cost of travel, accommodation and visits to attractions included in the price.

**Taxis**
Taxis offer an alternative to public transport in cities and towns. Some tourists may prefer the comfort and reliability of getting to a destination within a city by using a taxi. This is especially the case if they are not confident using buses or an underground system, or they are travelling late at night. However, taxis are always more expensive than public transport options and are mainly used for shorter journeys.

![Taxis are often used in city centres.](image)

**Car hire companies**
These companies have offices in all major cities and in major airports. Hire cars can be used by tourists who are confident about driving in a different country and who wish to have the independence of visiting places in their own time rather than travelling in groups on coaches. Major car hire companies include Avis, Hertz, Budget, Europcar and Holiday Autos.

**Trains**
Trains provide a range of travel options for tourists. Generally, trains run to a clear, published schedule and are an efficient way of travelling between city centres. Very often, travel by rail is a relatively cheap option if booked in advance but rail travel can also be expensive at peak times. Generally, high-speed trains make journey times between major cities much shorter than travelling by road.
An addition to the rail network has been the introduction of the *Eurostar* service which runs from St Pancras Station in London to Paris and other major cities in Europe. Eurostar has significantly reduced the journey times between central London and Paris and now provides an alternative to flying between the two cities. The high-speed track allows for the journey between London and Paris to be made in only two hours and fifteen minutes.

**Comparing different forms of land travel**

Tourists may have to make decisions between different forms of land transport for their journeys and a number of factors need to be taken into consideration. These include:

- **The exact starting and finishing points of a journey.** It may well be that the first stage of a journey is made by car to a railway station or airport although most of the journey is not made by car. Journeys starting from city centres are more likely to be made by rail.

- **The composition of the group travelling.** Family groups with young children may well prefer the convenience of travelling by car.

- **The cost of travel.** Many tourists are on a budget and cannot afford taxis, hire-cars and other expensive forms of transport.

- **The time of travel.** It would not be convenient to catch a train if the journey needed to be taken very early in the morning or late at night.

- **The length of the journey.** Longer journeys are more comfortable by some forms of transport as opposed to others.

- **The length of stay.** As well as what transport will be required while at the destination.

- **The time of year.** Possible poor weather conditions in winter.
Sea Travel
Sea travel can be divided into two categories. Firstly, ferries are used when tourists need to cross a body of water to reach their destination. Secondly, cruise ships are used by people, for whom the whole holiday is about travelling by sea, enjoying the facilities on board the ship and making excursions to attractions when the ship visits a port.

Ferries
There are a number of ferry routes operating around the coast of the British Isles. Many of these are vehicle ferries which allow passengers to take their car or other vehicle on to the ferry with them. The most important routes operate between ports on the south coast of England and France, with the Dover to Calais route being the shortest and most popular. Other routes operate from Portsmouth, Poole and Plymouth.

Although the most important ferry route for United Kingdom tourists are across the English Channel to Europe, it should not be forgotten that there are other ferries in operation. These include:

- Ferries from Liverpool and ports in Wales to the Irish Republic
- Ferries to and from the Isle of Wight and the Channel Islands
- Ferries between the mainland and the islands of Scotland

*Fast ferries help to cut journey times by sea.*
Cruise ships
More and more United Kingdom tourists are choosing to have a cruise holiday. The Mediterranean area is the most popular destination with many people taking the opportunity to fly from the United Kingdom to meet their ship at a Mediterranean port. This is known as a fly-cruise.

The demand for cruise holidays is expected to continue to grow in the near future and cruise companies are building more ships to accommodate the growing number of passengers. In recent years cruising has become fashionable, with more people being able to afford this type of holiday. Another attraction of cruise holidays is that tourists are able to visit a number of destinations during one holiday while at the same time enjoying the facilities and comfort of a modern cruise liner.

Modern cruise ships have a wide range of facilities
**Air Travel**
Air travel is the most popular method of travel for United Kingdom tourists making visits abroad and the importance of air travel in relation to other methods continues to grow. In order to understand air travel in the United Kingdom it is first necessary to understand the relationship between **airports** and **airlines**. Both are **commercial** operations aiming to make a profit.

Airlines make a profit through carrying passengers, whereas airports make a profit by charging airlines to land on the runways and make use of the airport facilities. These are known as **landing charges**. Airports also make money through charging retailers for space in departure lounges.

London Heathrow is one of the world’s busiest airports and, in comparison, the United Kingdom’s other airports operate on a smaller scale. For example, Heathrow handles nearly 70 million passengers each year, whereas London Luton handles 9.4 million.

At Heathrow the major airlines are the established ‘**full service**’ carriers such as **British Airways**, **BMI** and **Virgin Atlantic**. At Luton Airport the major users are the **low cost** airlines, such as **Ryanair** and **easyJet**. At Heathrow the most popular destinations include major cities, whereas at Luton, **domestic** and **short haul** destinations are more popular.

**How do low cost airlines operate?**

How does the operation of low cost airlines differ from the established **full service** airlines such as British Airways and Virgin Atlantic?

As the name suggests, low cost airlines do everything possible to reduce their costs and offer flights as cheaply as they can to passengers. This has been achieved by:

- Having a fleet of the same type of aircraft to reduce maintenance costs and allowing all pilots to fly the same aircraft
- Flying to regional airports where landing charges are lower. (Although this is often the case, low cost airlines *do* fly to major airports as well including Geneva, Barcelona and Paris Charles de Gaulle).
• Selling directly to the public as opposed to using travel agents who would make a commission on the sale of seats.

• Selling seats mainly through websites and originally through call centres. The websites are extremely sophisticated and are continually updated with the latest prices.

• Not providing passengers with ‘free’ meals and drinks. In reality, these are never free. On full service airlines the cost of meals is incorporated into ticket prices.

• Asking cabin crew to clean aircraft between flights to reduce ‘turn round’ times rather than using contracted cleaners.

• Offering very cheap or even ‘free’ seats at off-peak times to attract customers. However, at peak times so called ‘low cost’ airlines will charge as much as full service carriers.

• Adopting a ‘free seating’ policy rather than allocating specific seats to passengers. This saves administration costs and passengers are able to board the aeroplane more quickly, again reducing the time during which the aeroplane is on the ground.

• Having no ‘business class’ seats so that any passenger can occupy any seat and some additional rows of seats can be added to the aeroplane.

• Aggressive advertising encouraging passengers to take advantage of early bookings to obtain the cheapest prices.

• Flying on short-haul routes only, so that aircraft can make trips to a number of destinations each day.

• Encouraging passengers not to carry excessive baggage. An additional charge is increasingly being made if passengers wish to check-in baggage into the hold of the aircraft. If the passenger has no hold luggage the airline does not have to pay someone to load and unload it.

• Encouraging passengers to check-in on-line before they reach the airport so that the airline has to employ less staff.
The low cost airlines have been so successful that they have forced the established full service airlines to change their practices in order to compete. On popular short haul routes to destinations such as Paris and Barcelona, the prices charged by traditional airlines may be similar to those of the low cost carriers.

On some short haul routes free refreshments are now not served by full service airlines. It is also now possible to book seats on British Airways and other flights using the internet.

There is no doubt that the emergence of the low cost carriers has had a tremendous impact on air travel. Passengers now have far more choice regarding the type of air travel. Many passengers accept that free seating and no free refreshments are acceptable if they are flying to Barcelona or Madrid for less than £40.

Low cost carriers have also had an impact on the operations of other travel and tourism organisations. More travellers are now able and prepared to book their flight directly with the carrier rather than using travel agents. Furthermore, airlines have been responsible for **self-packaging** which is where the traveller books their own flights, accommodation and other transport, rather than buying a traditional package holiday.

*Flying by modern passenger jet is a very safe form of transport.*
Activity 33

Find out about transport in your area by answering the following questions.

1. Find out the names of 2 taxi firms.

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2. How long does it take to get to London from a major station in your area? What station does the train leave from and which company operates the train? What is the peak rail fare?

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3. Which airport is closest to your area? Compare two ways of getting to the airport from your home.

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4. Which bus company operates services between towns and cities in your area?

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5. What are the problems in getting from place to place in your area using public transport?

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6. What sources of information have you used to find out this information and which did you find most valuable?

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Links and inter-relationships

Although in the last section it was seen that the leisure and tourism industries were broken down into components, in fact the various parts of the industry work together in many ways. The different businesses and organisations which make up the leisure and tourism industries have to work together to meet the needs of customers and to be successful.

Links

Links are seen as the **connections** between the leisure and tourism industries. Very many leisure activities involve travel, many attractions provide for tourists and for local people in their leisure time and many catering facilities serve local people and tourists at the same time.

*Mini-golf on a seafront may be played by local people as well as by people visiting the destination on holiday, and can be seen as a link between leisure and tourism.*
By far the best way to understand the concept of links between the leisure and tourism industries is to think of some examples. Many activities involve aspects of the leisure and tourism industries.

For example:

- A family day out to an attraction is a leisure activity but also involves travel and tourism - by travelling to the attraction. Some people may even stay overnight, using accommodation.

- Travelling a long distance to a sporting event would involve using components of the tourism industry (transport) as well as components of the leisure industry including sports and physical recreation and probably catering as well.

- Going on holiday is tourism, but many people enjoy a range of leisure activities while they are on holiday.

Many facilities provide services for tourists as well as local people, for example:

- Natural attractions such as mountains might be climbed by local people as well as tourists visiting the area.

- Art galleries and museums can be visited by local people as well as those on holiday in the area.

- Sports events will be watched by local people but some away supporters may be staying overnight, and be tourists.

- Hotels are not only used by guests staying overnight. People living in the area may visit the hotel for a meal or other leisure activity.

*Theatres provide a range of entertainment for local people and for tourists visiting the area.*
Inter-relationships

Inter-relationships is the term used to explain how the different components of either the leisure or tourism industries work together with one another.

A good example is that of a standard package holiday.

- The holidaymaker buys the package from a travel agent.
- The holiday has been put together by a tour operator before it was sold by the travel agent.
- The tour operator would have arranged flights and transfers from the airport by working with transport providers. Transport providers may well have transported the holidaymaker from their home area to the departure airport.
- The tour operator will also have worked with accommodation providers in order to provide the holidaymaker with somewhere to stay.
- During their stay the holidaymaker may well make visits to attractions.
- The holidaymaker may also visit a Tourist Information Centre to find out information about attractions in the area, making use of tourist information and guiding services to find information or as part of a tour.
**Activity 34**

Complete the table below using examples of leisure and tourism facilities and organisations in your area.

| Name two **natural** attractions in your area which are likely to be visited by local people and tourists. | 1.  
| | 2.  
| Name two **purpose-built** attractions in your area which are likely to be visited by local people and tourists. | 1.  
| | 2.  
| Name two places **which have become attractions over time**, which are likely to be used by local people as well as tourists. | 1.  
| | 2.  
| Name two hotels which provide restaurants used by local people as well as tourists staying in the hotel. | 1.  
| | 2.  
| Name two leisure facilities which are likely to be used by local people as well as tourists. | 1.  
| | 2.  
| Name two transport organisations which are likely to provide transport for local people as well as tourists. | 1.  
| | 2.  
| Name two catering facilities (not hotels) which are likely to be used by local people as well as tourists. | 1.  
| | 2.  
| Name two sports facilities which are likely to be used by local people as well as tourists. | 1.  
| | 2.  

Make a note of the **sources of information** you used to complete the activity.
Activity 35

Having completed Activity 34, explain what you think are the main links between the leisure and tourism industries in your area.

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Business Systems

All leisure and tourism organisations operate as businesses, whether or not they are profit-making, or have other objectives. So that organisations operate properly, businesses are split into sections or departments. These sections or departments are sometimes called functional areas.

In order to help each functional area of the business to operate smoothly, a number of systems are in place for storing and using a range of information which may be needed by the business. Increasingly, this information is stored electronically on a computer system.

Within each of the functional areas of the business, there will be a range of systems in place. All of these should help the business to run efficiently and be more successful.

As with many businesses, there are a number of functional areas, or departments within leisure and tourism organisations. These include:

Human Resources
This department includes the recruitment and dismissal of staff working for the organisation, the health and safety requirements as well as induction and training.

Within this department business systems will include, employment information about each member of staff, information about all of the health and safety requirements the organisation has to follow as well as staff training and induction records.

Finance
The finance department will have systems to manage all of the money coming into and out of the business, including income from sales, wages and salaries paid to staff, profit and loss and payments to banks. The finance department will also have to prepare a financial forecast or budget for the organisation.

Administration
The administration department helps the organisation to run smoothly. It will deal with ordering and stocks of paper and other materials. The department will also have systems to deal with receiving and sending mail, photocopying, security and office cleaning and maintenance. Very
often, the reception area and telephone system is managed by the administration department.

**Marketing and sales**
The marketing department of many leisure and tourism organisations may well have a number of systems related to market research activities. Databases of past customers and records of sales are common systems used by this department.

**Customer service**
Many leisure and tourism organisations have a system to store information about their customers. Knowing about the organisation’s customers is a sign of good customer service and there will be systems in place to make sure this happens.

*Many restaurants now have electronic ordering systems in place.*
Activity 36

For each of the leisure and tourism organisations in the list below, match it to the system in the box it is most likely to have.

- Private health club
- Travel agents
- Theatre
- Leisure centre with 100 staff
- Airline
- Voluntary organisation preserving a country home
- Ordering system for food and drinks

<table>
<thead>
<tr>
<th>System</th>
<th>Organisation?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Booking system for tickets and seats</td>
<td></td>
</tr>
<tr>
<td>Records of customers holidays bought</td>
<td></td>
</tr>
<tr>
<td>Employment and training records</td>
<td></td>
</tr>
<tr>
<td>Total of donations from people over the last year</td>
<td></td>
</tr>
<tr>
<td>Fast food restaurant</td>
<td></td>
</tr>
<tr>
<td>Emergency contact details on a database</td>
<td></td>
</tr>
<tr>
<td>System to check passengers booked on to a flight</td>
<td></td>
</tr>
</tbody>
</table>
Leisure and Tourism Facilities - Products and Services

All leisure and tourism organisations provide a range of products and services to their customers. **Products** are usually referred to as the things which leisure and tourism organisations offer for sale. Many of the products of the leisure and tourism industries are **intangible**, which means that they cannot be touched or taken away. A ticket for a football match is a good example. The product is an ‘experience’ rather than something which can be touched. Also, the football match is said to be **perishable**, because when the match is over the ticket is worthless, so it has perished.

The help and assistance which leisure and tourism organisations provide for their customers is called a **service**. In a hotel, the reception is a service, as is a waiter taking a food order and bringing the meal to a table.

Sometimes it is difficult to work out if something is a product or a service. A good example would be lessons with a sports coach. It is better to understand that all that is provided for customers of an organisation is its products and services. Different types of leisure and tourism organisations provide different types of products and services.

It is also considering what is the **main** product or service of an organisation and what are the **secondary** products or services. At a football match, the main product is watching the game. Buying a drink or a programme, or paying to park a car, are secondary products. The main service provided by travel agents is helping with the selling of holidays, although other travel products are also available for sale.

*A rugby or football match may be the main product of a sports stadium.*
The list below gives the main products and services of a range of leisure and tourism facilities and organisations. There are many facilities and organisations which are not covered, and by no means all of the products and services of the facilities which are mentioned, appear in the descriptions.

**Leisure centres and health clubs**
Most leisure centres provide a range of indoor sports in a large hall, as well as fitness facilities and possibly a swimming pool. The hall is laid out so a number of different sports can be played. Some leisure centres have outdoor facilities as well, such as an athletics track. The facilities can be hired by individuals or organisations. Many provide a membership scheme for regular users. Most leisure centres and health clubs provide some form of catering facility.

**Libraries**
The main service of a library is to allow people to borrow books. This is normally a free service. DVD's, CD's and other media can also be borrowed, but there is normally a charge for his service.

**DVD rental shops**
These rent out DVD's console games and similar products to the public. They often provide limited food and drink products as well.

**Cinemas and theatres**
These facilities provide different main products, but they are often grouped together. The main product of cinemas is the watching of recently-released films. Nearly all modern cinemas have a multiplex format, so they can show different films at the same time.

In a theatre, the main product is a live performance, which may be a concert, musical, play or pantomime.

**Pubs, restaurants and take-away restaurants**
The main product of all these facilities is selling food and drinks, many of which are alcoholic. Pubs tend to focus on selling alcoholic drinks and restaurants on serving food, often with drinks as well. Take-away restaurants sell prepared food to be eaten off the premises.

*Modern fast-food restaurants often provide a take-away service as well.*
Museums and galleries
Museums contain a range of exhibits which people used in the past and help to explain how those people used to live. Most of the exhibits were made for a purpose and are now preserved in some way. The main product of museums is providing visitors with the opportunity to experience how people used to live and to learn more about the lifestyles of the people.

Industrial museums, such as the National Slate Museum show the importance of industrial heritage.

Art galleries contain paintings, drawings, sculptures and other works of art which were created as pieces of art, mainly without a practical purpose. The main product provided is the opportunity to enjoy and appreciate the works of art, some of which may be very expensive or famous.

Sports venues
The main products of sports venues are the matches being played. International and professional matches such as the football Premiership attract many thousands of spectators. Tickets for these matches may cost up to £50 and sometimes more. Sports venues also provide a range of other products and services such as, executive boxes, stewarding and catering. Sports venues can also be used to stage concerts by famous groups and artists.

Attractions
There is a wide range of attractions and they have a wide range of products. For many attractions, the main product is an experience. This may be a thrilling ride at a theme park, an interesting tour around a ruined castle or an enjoyable walk along the coast. Many attractions provide secondary products such as catering and souvenirs as well as a range of services, such as a guided tour.
National Parks
Like attractions, the main ‘product’ of National Parks is the opportunity to experience a beautiful and special landscape which is protected for future generations to enjoy. The attractions within the National Park, both natural and purpose-built would have their own products and the organisation responsible for managing the National Park would provide a range of services such as ranger services and information services.

Country Parks
Country Parks provide leisure and recreation facilities near towns and cities and have a wide range of products, depending on the location and nature of the park. Many provide activities such as fishing or water sports; others provide play areas for children and picnic areas. Many country parks also provide a ranger or information service.

Historic Buildings
The main product of an historic building is the opportunity to gain an insight into the lifestyles of the people who lived there. Many of these are famous people from history, such as kings and queens. The services provided are often in the form of a guide and secondary products include souvenirs and refreshments.

Historic buildings provide an opportunity to experience how people used to live.
Travel Agencies
The main product of travel agencies is the holidays they sell, mainly on behalf of tour operators. A number of other travel products, such as flights, accommodation, insurance and car hire are also available. The main service of a travel agent is the advice provided to help customers make a choice about their holiday bookings.

Tour operators
The main product is the tour or package holiday which has been sold by a travel agent or bought directly from the tour operator. The tour or package holiday will normally consist of travel, which may be flights or a coach tour, together with accommodation. The service provided will be from a representative in a resort overseas or perhaps the coach driver.

Tourist guiding services
Tour guides provide a service rather than a product. The main service is showing visitors around a destination or attraction and providing them with information. The guide may be paid directly by the tourists or be paid by the tour operator which has organised the holiday.

Tourist Information Centres
TICs provide a service rather than a product, although they do have a range of items for sale. Staff in TICs can provide information about attractions and accommodation at the destination.
Accommodation and catering
For all types of accommodation, the main product is providing tourists with somewhere to sleep for the night. This is usually in a private room, often with en-suite facilities, or in the case of some hostels a bunk in a dormitory along with others. Tourists may only pay a few pounds for a bed in a hostel, but may pay several hundreds of pounds for a room in a quality hotel.

Travelodge provides accommodation throughout the UK.

All types of accommodation provide a range of services as well as other products. Room service is common in hotels as is an information service. Hotels also offer a range of catering options.

The main product of catering establishments is the food and drinks available for sale. Again, there is a wide range of choice available, as discussed earlier. The main service of catering providers is the waiter who takes the order and brings the food and the chefs who prepare it.

Transport providers
The main product of transport providers is giving tourists the means to travel from their home to their destination. This may be a rail, taxi or coach journey or a flight. People pay a charge for this product according to the length and nature of the journey. A short rail journey may be a few pounds, a long flight several hundred pounds. A range of services, such as information about the journey and stewards on aircraft are provided.

Facilities are also provided at the start and end of many journeys, including airports and railway stations. Again catering and information services are provided.
On-line travel services
These organisations provide many of the products of traditional travel agents, but these products are provided on-line, rather than within a high street shop. This means that the on-line companies do not provide the range of services such as advice and assistance which can be gained from high travel agents.

Advice and information is provided by many organisations in the leisure and tourism industries.
Activity 37

It is very important that you are aware of the range of products and services provided by the leisure and tourism industry in your area. Not all of the organisations and facilities listed in the section above will be found in your area, but most will be.

For at least one facility or organisation from each category of the list above, complete a table like the one below. This could be in the form of a fact file. The exercise could be completed in groups.

<table>
<thead>
<tr>
<th>Name of facility or organisation</th>
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<tbody>
<tr>
<td>Location</td>
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<tr>
<td>Component of the leisure or tourism industry</td>
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<tr>
<td>Main product</td>
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<tr>
<td>Other products</td>
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<tr>
<td>Services provided</td>
<td></td>
</tr>
<tr>
<td>Examples of prices charged</td>
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</tr>
</tbody>
</table>

Make a list of the sources you used to find the information.
**Commercial and non-commercial leisure and tourism organisations**

Section B introduced the idea that all leisure and tourism organisations are either **commercial** or **non-commercial**. Commercial leisure and tourism organisations aim to make a profit, whereas non-commercial organisations have different objectives.

Also, non-commercial organisations can be part of either the **public sector** or the **voluntary sector**.

**Objectives**

All leisure and tourism organisations have a set of **objectives**, which means what the organisation is trying to achieve. As shown in Section B, commercial organisations are trying to make a **profit** in order to survive. However, there are other objectives as well, which can be applied to commercial and non-commercial organisations.

- **Making a profit** - Businesses have to find money for a range of items including wages and salaries, marketing and production. The business must sell enough of its products and services to generate income. When the income is more than the costs, the business makes a profit. If this is not the case then the business makes a loss.

- **Providing products and services to the community** - For many public and voluntary sector leisure and tourism organisations, this is the main objective. For organisations such as leisure centres, country parks, museums and galleries and many theatres, the main objective is to provide a public service to encourage well-being, health or culture. The organisations may make a charge for their services, but they will not make an overall profit.

- **Providing charitable or voluntary services** - Some leisure and tourism organisations operate as charities, using the money they receive, called **donations**, for a purpose such as maintaining an important building or preserving an area of land. A good example of charities is railway museums which exist to preserve old railway engines and carriages. These organisations also operate as attractions, gaining income from the people who make visits.

Also, there are many thousands of sports clubs and societies throughout the United Kingdom, which operate as charities and are run by volunteers. There objectives are mainly concerned with
providing opportunities for people to enjoy a sport or some other leisure activity.

Many railway societies operate as voluntary organisations.

- Being environmentally friendly - Over the last 10 years there has been increasing concern for the environment and all businesses are now aware that they have a responsibility to protect the environment by reducing carbon emissions, recycling waste, using sustainable resources and so on. Many leisure and tourism businesses are now far more energy efficient.

Some tourism organisations, such as Tourism Concern, have developed specifically with the objective of supporting environmentally friendly tourism and reducing the impacts of tourism.

Leisure and tourism organisations now have environmental protection objectives.
Sources of Funding
Leisure and tourism organisations rely on many sources for their funding. Commercial organisations rely very much on the money they raise from shareholders who are then paid a dividend when the organisation makes a profit. Smaller organisations may be funded by bank loans before a profit is made and the loan is re-paid to the bank. Also, organisations such as private health clubs and golf clubs will be funded through membership fees.

Non-commercial organisations have a wider range of ways in which they are funded including:

- Local or central government (sometimes referred to as grant aid). Organisations such as leisure centres are mainly funded by local councils, although they have to make money through hiring the facilities and membership schemes. The National Lottery provides funding to many leisure organisations.

- Sponsorship is an important source of income for many organisations. Money is paid for the right to have the sponsors name on the team shirt, tracksuit or racing car.

- Donations and gifts are often important for voluntary organisations.

- Entrance fees are important for both commercial and non-commercial organisations. Historic houses run by charities may depend very heavily on entrance fees. A ticket for a sporting event or concert is also a form of entrance fee.

- Special events are often held at Christmas, Easter and at other times of the year. These often bring in large amounts of money for the organisation.

Employment structures
Like all other organisations, leisure and tourism businesses need employees to do different jobs and managers to run departments of the business. This is not different to a school with a head teacher, department heads and classroom teachers. Large organisations will have much more complicated structures than smaller organisations, with the largest companies being run by a Chief Executive Officer.
Activity 38

It is important that you understand how leisure and tourism organisations in your area operate as businesses. You may be able to visit a number of leisure and tourism organisations or do desk research using the internet to find out how they operate.

For a range of leisure and tourism businesses in your area, find out:

- In which sector of industry do they operate – public, private or voluntary?
- What are the objectives of the organisation?
- What is the employment structure – how many managers and other employees are there? What is the job title of the person in charge?
- How is the organisation funded? This might be easier to find out for local businesses rather than national or even international businesses.

As always, make a list of the sources of information you used.
Health and Safety

All organisations in the leisure and tourism industries have to work within the law and follow all health and safety requirements. Laws may be passed as United Kingdom Acts of Parliament or European directives. These are also known as **statutory regulations**, which have to be followed.

Managers and other workers in leisure and tourism organisations must be aware of their responsibilities under health and safety laws to ensure the safety of the customers as well as the employees of the organisation. Managers, employees and owners have a responsibility to provide a safe and secure environment for staff and visitors, which means:

- Regular inspections to ensure that machinery is in order and procedures are being followed
- Staff training to ensure that all employees are aware of their responsibilities
- Making sure that legislation and codes of practice are followed
- Making provision for people with special needs who may visit or work for the organisation.

All organisations need to produce **health and safety policies** which are written statements about how the organisation manages its health and safety. This must be read and understood by all employees.

*Theme park rides have to be checked regularly to comply with health and safety regulations.*
Activity 39

Visit a leisure or tourism organisation and identify the health and safety features present. This could include equipment, notices and instructions.

You may be able to talk to staff working in the organisation about their qualifications and training in health and safety.

The organisation might be able to show you some of their health and safety documents or explain some of their emergency procedures.
Meeting people’s needs

All organisations in the leisure and tourism industries have to make sure that they meet the needs of the people who use them. These people are the customers of the organisation and are important to the future success of the organisation. Without customers, organisations and businesses are not successful and do not survive.

It is important to understand that people choose to take part in leisure activities, visit attractions or take holidays to different destinations and that in most cases people want to enjoy what they have chosen to do. This means that they are less likely to return if they do not have a good experience.

For example:
• Customers are unlikely to return to a restaurant if they have a poor meal
• Tourists are less likely to return to a destination if their accommodation was not up to the standard expected
• Customers are less likely to use a transport provider if there are lots of cancellations (unless they have no choice)
• Travellers are less likely to use a particular airline if they receive poor service
• Visitors to an attraction such as a theme park are less likely to return if they feel that they have been over-charged.

However, the leisure or tourism organisation cannot be held responsible if a rugby club loses a number of matches or someone visiting a cinema does not enjoy a film!

There are a number of ways in which leisure and tourism organisations try to meet people’s needs.

These include:

• **Products** - Making sure that the organisation provides the products that people want is extremely important. This may mean a restaurant providing a suitable range of food on a menu or a theme park having a good range of rides and attractions.

• **Safety and security** - Providing a safe and secure environment is extremely important in meeting people’s needs. In whatever situation, people need to feel safe and secure in order to enjoy
themselves. This means that a theme park must ensure that a ride is safe; a hotel must ensure that rooms are locked securely or an airline must ensure that the correct safety procedures are followed.

Operators of attractions such as roller-coasters must ensure that they are safe.

- **Information** - People need information about an attraction or organisation before they make a visit as well as **during** a visit. People wishing to go to a cinema will want to know what time a film starts and people thinking of visiting a theatre will want to know the price of tickets. Information can be provided by face-to-face, through promotional materials such as leaflets or posters and through an organisation’s website.

Posters can be used to provide information about leisure and tourism events.
• **Help** - Many people will require some form of help when they visit leisure and tourism organisations. They may require directions or assistance of some form. They may also have a complaint which needs to be dealt with.

• **Advice** - In some cases, people might have to choose between a range of products offered by organisations and may require advice before they make a choice. This is the case with travel agents who may well offer advice to people before they make a holiday booking.

• **To be understood** - It is important that staff working in leisure and tourism organisations are able to understand the needs of the people who visit them. This may involve help, information or advice, as discussed above. If people are not understood they will become dissatisfied and not return to the organisation.

• **To feel important** - This will happen when the staff working for the organisation are pleasant and helpful. Being called by their name and greeted with a smile all helps to make customers feel important.
Activity 40

Think about two different leisure and tourism organisations you have studied.

For each think about the needs of the people who visit the organisation and how these needs are met.

Write a profile showing how each organisation meets people’s needs, using the headings in the section above.
Meeting the needs of different groups of people

The people who use leisure and tourism organisations are called customers. Many of these people buy the products and services provided by the organisations, which mean that they continue to be profitable if they are commercial organisations. These people are often referred to as external customers.

Internal customers are people who work for the organisation or are connected with it in some way, such as a supplier.

Successful leisure and tourism organisations provide a range of products and services to different groups of customers. Not everybody wants the same sort of holiday and not everybody wants to see the same type of film. Older people tend to want different things to younger people and families may want different products. Not every leisure and tourism organisation provides products for every group of customers.

It is usual to group customers into the categories below. However, different leisure and tourism organisations might use a variety of methods to put customers into groups.

Individuals

Although many leisure and tourism activities are undertaken by people in some form of group, there are many people who choose to take part in activities on their own or they may live alone. For example, people may choose to join a gym or health club as an individual, as some popular sports, such as angling are enjoyed on an individual basis.

Many individuals are travelling for business purposes, meaning that they have to stay away from their family. The needs of individuals staying in a hotel may be different to people staying with their family.

Individuals may live alone and choose to go on holiday on their own. This often means that they require a single room and have to pay a supplement for their accommodation.

There are many leisure activities which individuals do not tend to take part in. It is less likely for people to visit theme parks or go to the cinema on their own, for example.
**Couples**
Many couples of all ages enjoy taking part in leisure and tourism activities together. Most couples would tend to enjoy visiting the same destinations and taking part in the same leisure activities as a means of relaxing and spending time together.

Certain leisure and tourism organisations provide a number of products and services for couples such as joint membership of a health club. Hotels might provide romantic weekend breaks to allow couples to celebrate special occasions. Valentine's packages are becoming increasingly popular.

**Families**
It is important to realise that all families are different. The ages of the children will vary and the children may be the same sex of different sexes. Family groups may consist of three or even four generations. The precise needs of the family will depend on the type of leisure and tourism organisation as well as the composition of the family.

*Taking a cruise holiday is an increasingly popular holiday choice for couples.*
Leisure and tourism organisations provide products and services for families in a number of ways, for example:

- Many hotels provide family rooms in which parents and children up to a certain age can sleep at no extra cost.

- Many leisure and tourism organisations are required to provide facilities for changing babies.

- It is common to find children’s activity clubs and other family friendly services at many hotels used by package holiday companies.

- Airlines tend to allow families with very young babies to sit in specific seats where cots can be provided.

- Many attractions and leisure facilities provide some form of family membership or discount scheme to encourage families to spend their leisure time together. ‘Kids for a quid’ or similar schemes are common ways of attracting families to football matches.

- Some football and rugby clubs have ‘family enclosures’ where parents and children can sit together.

- Restaurants may provide children’s menus or provide special areas which can be hired by families for special events. Such function rooms are also common in hotels.

*Large theme parks are successful because they provide entertainment for the whole family.*
Groups
Groups come in all sizes from a few friends to parties of several thousand delegates at a large conference. The most common size of groups tend to be coach parties of up to about 50 people. These are often school and college students.

Throughout the leisure and tourism industry, organisations tend to offer group rates or discounts to groups over a certain size. Groups tend to need to take advantage of advance booking arrangements because many facilities could not cope with a large number of customers turning up at the same time.

Groups need to be managed by the group or party leader in order for the group members to have a pleasant experience. Leisure and tourism organisations tend to communicate to the group via the party leader.

People of different ages
Leisure and tourism organisations provide products and services for customers of all ages, from the under 5’s to the over 70’s. Not all organisations can meet the needs of people from all age groups and some facilities provide products for some age groups, such as discos and night clubs which are attended mainly by young adults.
People can be grouped according to their age:

- **Babies and young children** – organisations provide a range of child-friendly facilities such as baby changing-rooms, play areas and crèches. Restaurants often offer children’s meals on the menu.

- **Older children** – this group is looking to be independent of their parents and are often provided with adventure activities. However, older children are often still dependent on their parents for the money they have to spend on leisure activities. A wide range of home-based leisure products are provided for this age group.

- **Young adults** – People over the age of 18 have access to clubs and pubs and are more independent of their parents. Many leisure facilities in town centres provide products and services for this age group. Young adults are also likely to take part in a range of sports and team games. Holiday companies also provide a range of packages specifically aimed at this age group.

- **Middle-aged people** – From the ‘young adult’ group to ‘older people’ covers nearly 30 years. In this time many people have children and stop playing the sports that they did when they were younger, although they may take up new sports. This group of people tends to have the most spending power and can buy a range of leisure and tourism products for themselves and their children.

*The Wales Millennium Centre has been successful because it provides products for people of all ages.*
• Older people - Leisure and tourism organisations are becoming increasingly aware of the need to offer products to older people. In recent years older people have generally become more affluent and can afford more holidays, and they have more leisure time in which to take them. Also, more people are now active into their 70's and can enjoy a range of sports and activities.

*Older people are an increasingly important group for the leisure and tourism industry.*

**People from different cultural backgrounds**
Leisure and tourism organisations are increasingly aware of the needs of people from different cultural backgrounds and are providing a range of products and services to meet the needs of these customers. Restaurants may provide special items on the menu and leisure centres may provide classes for people of a particular cultural background.

**People with specific needs**
In a way, all customers have their specific needs but there are certain groups which require sensitive handling and for which leisure and tourism organisations have to provide extra services. These groups include:
• People with restricted mobility. These people may be in wheelchairs or require crutches. In some cases, they may have had an accident and the restriction may be temporary. These people
will require ramps or lifts and additional space, as well as a little more time and understanding.

- Visually-impaired people. These people may have a guide or guide dog with them and will require special facilities. Attractions sometimes provide special services such as information in Braille.

- Hearing-impaired people. Some customers may be hard of hearing and will need to be spoken to clearly. Some facilities provide hearing loops which provide information to hearing-impaired customers.

- People with young children. As discussed above, leisure and tourism organisations provide facilities such as nappy-changing and breast-feeding areas for families with very young children.

**Business people**

There are many products and services which organisations in the leisure and tourism industry provide for business people. Within the travel and tourism industry these include, business class seats on airplanes and first class seats in trains. However, it is not the case that only business people use these facilities. Anybody can travel business class if they are willing to pay the extra charge. Also, many business people travel economy or standard class on public transport.

It is also important to understand that people who do many types of job, including teachers and construction workers may have to stay away from home in connection with their work. This makes them business tourists.

Many hotels now provide internet and Wi-Fi facilities in hotel bedrooms so that business people can work from their rooms. Conference and meeting facilities are important products for many hotels. Many of the business people attending meetings and conferences will not stay in the hotel but will use restaurants and other services.

Some large conferences and exhibitions, like those staged at the National Exhibition Centre near Birmingham, may attract hundreds of delegates, many of which will stay in nearby hotels.

Within the leisure industry, businesses often take advantage of products offered to companies rather than to individuals. For example, a
A company may have a special rate for its employees at a health club or a company might buy an executive box at a sports event so that it can entertain customers and employees.

Some businesses use leisure and tourism organisations to provide team building activities or to reward their employees. Some companies might pay for their employees to enjoy a meal at a restaurant, for example.

Throughout the leisure and tourism industries there is a wide range of products and services provided to meet the needs of business customers.

An assault course in a country park might be used by businesses for a team building exercise.

**Sports tourists**
Sports tourism includes travelling to an event and returning home the same day as well as staying from home for one or more nights to attend a sporting event. Large sporting events, such as football internationals and Six Nations rugby matches attract tens of thousands of spectators. The travel and tourism industry provides products for these spectators such as special trains and coaches. At the stadiums, a range of products and services such as food and drinks, stewards and
programmes are provided to meet the needs of the people attending the games.

For those customers staying for the night before or after the game, special packages offering accommodation and a ticket for the game are often available. In Cardiff, every hotel room is booked for the weekend of Six Nations rugby internationals, and it is estimated that each match earns £10 million for the city.

*Major sporting events are very important for the leisure and tourism industries.*
Activity 41

For the organisations you studied in Activity 40, consider the products and services the organisations provide for each of the groups of customers mentioned above.

Compare the different products and services provided by the two organisations.

Suggest which of your chosen organisations provides the widest range of products and services and explain why.
Customer Service

What is meant by customer service?
A customer is any person who is provided with a product or service. Providing these products and services is called customer service. To be more precise, customer service is about the way in which products and services are provided. Therefore, it is usual to consider good and bad customer service.

All customers expect to be treated in a pleasant and friendly manner by a member of staff who is helpful and can provide the products and services they require. This enables the needs of the customer to be met. In fact, good customer service involves meeting and exceeding the needs and expectations of the customer.

In fact, customer service is about all of these things:

- Putting the customers’ needs first
- Finding out what products and services the customers require, and making sure they are available
- Making sure that the customer is happy to recommend the organisation to others
- Getting the details correct, in every situation
- Exceeding the expectations of the customer

Customer service is important in every industry but in the leisure and tourism industries it is said to be more important because customers are buying the products of the industries in order to enjoy themselves and relax.

Good customer service can make a lot of difference to people enjoying a meal.
People choose to take part in leisure and tourism activities; they do not have to. Therefore it is important that they enjoy the experience and that the people providing service help them to have a good time.

Customer service involves lots of interactions between staff and customers and does not just take place face to face. There are a number of customer service situations which have been identified including:

- Providing information to customers
- Giving advice to customers
- Receiving and passing on messages
- Keeping records
- Providing help and assistance
- Dealing with problems which customers might have
- Dealing with dissatisfied customers
- Offering extra services to customers

Providing clear signs is one example of good customer service.
Activity 42

For each of the customer service situations listed below, give three examples of how they could occur in leisure and tourism situations.

<table>
<thead>
<tr>
<th>Customer Service Situation</th>
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<tbody>
<tr>
<td>• Providing information to customers</td>
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<td>Example 1</td>
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<td>Example 3</td>
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| • Giving advice to customers                |
| Example 1                                   |
| Example 2                                   |
| Example 3                                   |

<p>| • Receiving and passing on messages         |
| Example 1                                   |
| Example 2                                   |
| Example 3                                   |</p>
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<th>Keeping records</th>
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<th>Providing help and assistance</th>
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<th>Dealing with problems which customers might have</th>
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</table>

- Dealing with dissatisfied customers
  - Example 1
  - Example 2
  - Example 3

- Offering extra services to customers
  - Example 1
  - Example 2
  - Example 3
Meeting the needs of different customers
As discussed in the previous section, leisure and tourism organisations have to meet the needs of a variety of customers. In order to provide good customer service, it is necessary to understand that different types of customers have different needs.

This could mean a number of things:

- Different types of customer require different products and services. For example, in a leisure centre a football club using a sports hall has different needs to an individual using the swimming pool.

- Different customers need to be addressed differently. For example, an older person in a restaurant would expect to be addressed differently from a younger person in a fast food outlet.

- Different types of leisure and tourism organisation have different relationships with their customers. For example, a hotel has a different relationship with guests staying for one night compared with a fitness instructor seeing a class on a weekly basis.

Tourists staying in a hotel for a week will have a wide range of needs
The importance of customer service to organisations

There are a number of reasons why providing good customer service is important to leisure and tourism organisations. It is always worth remembering that most leisure and tourism organisations operate on a commercial basis, so they are more likely to be successful and profitable if they provide good service.

Good customer service leads to customer loyalty and repeat business. This in turn leads to recommendations and new business, which means more customers.

Satisfied customers who have received good service are more likely to return to an organisation and recommend the organisation to others.

Also, leisure and tourism organisations that provide good customer service often find that they gain a good reputation and their public image is good. This also leads to more customers.

Theme parks need to attract large numbers of customers, who arrive all at the same time. Providing large car parks and plenty of entrance points is good service because customers would be unhappy if they could not park or had to queue for a long time before entering the park.
The quality of customer service
Many leisure and tourism organisations have ways in which they can measure the quality of customer service they provide. They do this so that they can see whether or not the quality of service they provide is getting better and in which areas, if any, they need to improve.

The methods of measuring the quality of customer service include:

- **Questionnaires** - This involves asking customers questions about the quality of the service they received.

- **Mystery shoppers** - These people act as members of the public to test the quality of the service they receive and then report back to the organisation.

- **Observation** - This involves managers of leisure and tourism organisations observing staff delivering customer service and then giving advice about how improvements could be made.

- **Informal feedback** - This involves customers making comments about the quality of service they have received. The nature of the comments received will help to get an impression of the quality of service provided.

- **Focus groups** - These are groups of customers who are invited to meet to discuss a particular aspect of the customer service provided by an organisation and give feedback to managers.

- **Suggestion boxes** - These provide a simple means of collecting feedback from customers as well as getting information about how service could be improved.

‘Guest relations’ can be used by customers for help and information as well as for the organisation to collect comments about the quality of customer service provided.
Accessibility for all customers
In recent years, leisure and tourism organisations have become increasingly aware that they need to offer products and services to all customers, including those with specific needs. In some cases, new laws have been passed which have forced organisations to provide special services for these groups of customers.

Providing buggy hire for parents with young children is an example of a service which can be offered which provides accessibility for all groups of customers.


**Activity 43**

Study the customer service provided by a leisure or tourism organisation with which you are familiar. (You may need to visit the organisation to do this properly).

Make an **assessment** of the quality of the service provided. This involves identifying what is good and what is bad about the service, and saying why it is good or bad. You could also suggest ways in which the service could be improved.
The range of employment opportunities within the leisure and tourism industries

The range of jobs available
There is an extremely wide range of jobs in the leisure and tourism industries. These jobs range from ‘front-line’ jobs such as waiters or receptionists to managers of large organisations such as hotels, tour operators or airports.

The ‘fact file’ provides examples of some of the main types of job available in the industries, but it has to be understood that there are many more and that it is impossible to describe the whole range.

Different jobs are available in different components of the industries. For example, a fitness instructor working in the sport and physical recreation component of the leisure industry has a very different job from resort representative working in the tour operators component of the travel and tourism industry. However, some jobs, such as a receptionist can be found in a number of components.

Jobs in the leisure and tourism industry also vary in terms of the level of skills and experience required. Some jobs require very little skills but others, such as chefs and web designers are very skilled. Also, some jobs require few formal qualifications whereas others require degree level qualifications.

Many jobs in the industries involve working outside of normal working hours. Jobs in hotels, leisure centres and restaurants, for example require people who are prepared to work evenings and weekends, because that's when most people visit those facilities. Likewise, people working for airlines and at airports often work at weekends. In these jobs people work shifts rather than working regular ‘nine to five’ hours.

The people taking part in a parade at theme park may only be employed on a seasonal basis and may well have to work shifts as well.
Another important feature about jobs in the leisure and tourism industries is that many jobs are **seasonal** or **temporary**, which means that workers are only employed for a certain period of time when the organisation is busy. This could apply to instructors at an activity centre or resort reps working for the summer season only.

Not all jobs in the leisure and tourism industries are ‘front line’ involving dealing with customers. For example, skilled mechanics are required for the maintenance of complicated rides in theme parks.

**Staffing structures in leisure and tourism organisations**

Most leisure and tourism organisations employ staff with different levels of responsibility and generally those with more responsibility are paid more money.

```
Managers
   ↓
Supervisors
   ↓
Operatives
```

**Managers** have the most responsibility and in some cases are in charge of all the employees in the organisation. Examples of these jobs are general managers of hotels or managing directors of travel companies. Many organisations have a number of managers, which may be in charge of different departments, but these have to report to the ‘general manager’. It may also be that different managers are in charge at different times, such as a duty manager at a sports centre.
A good example of a manager would be the captain of a cruise ship, who would have the ultimate responsibility for the crew of the ship and of the passengers on board.

The captain of a cruise ship is responsible for the crew and the passengers and is assisted by a number of officers, who are also managers.

Supervisors are responsible for smaller teams of workers, such as a team of housekeeping staff in a hotel or the chief stewardess on a flight. They will have to report to managers, who will discuss with them what has to be done by the team.

Operatives are the people in the ‘front line’ working with customers all of the time. Although supervisors and managers will also interact with customers on occasions, it is the operatives who are mainly involved in providing direct services to customers.

In most organisations there are only a few managers, a larger number of supervisors and a greater still number of operatives.

Skills and qualities for working in the leisure and tourism industries
The skills which people have are what they are trained in or have learnt to do. Skills used in the leisure and tourism industries include communication skills, either by talking to people or in writing letters e-mails and so on. IT skills are also important for taking orders, handling reservations and so on.
Personal qualities refer to what a person is like. Is the person naturally warm and friendly and do they have an outgoing personality? Can the person work well under pressure? Does the person have confidence when dealing with people?

It is worth remembering that people visit leisure facilities or take part in tourist activities to mainly to relax and enjoy themselves. They cannot do this if the person who is looking after them is miserable or lacks confidence!

An abseiling instructor must be able to show confidence to the people in the group.
Activity 44

Match the jobs in the panel below to the correct component of the leisure or tourism industry.

<table>
<thead>
<tr>
<th>Job</th>
<th>Leisure industry component</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bar staff</td>
<td>Sport and physical recreation</td>
</tr>
<tr>
<td>Travel agent</td>
<td>Arts and entertainment</td>
</tr>
<tr>
<td>Cinema box office assistant</td>
<td>Countryside recreation</td>
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<tr>
<td>Hotel receptionist</td>
<td>Home-based leisure</td>
</tr>
<tr>
<td>Stadium ground staff</td>
<td>Children’s play activities</td>
</tr>
<tr>
<td>Ride operator</td>
<td>Attractions</td>
</tr>
<tr>
<td>Manager of DVD store</td>
<td>Catering</td>
</tr>
<tr>
<td>Tour guide</td>
<td></td>
</tr>
<tr>
<td>Playscheme assistant</td>
<td></td>
</tr>
<tr>
<td>Climbing instructor</td>
<td></td>
</tr>
<tr>
<td>Coach Driver</td>
<td></td>
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<tr>
<td>Zoo attendant</td>
<td></td>
</tr>
<tr>
<td>Website manager</td>
<td></td>
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<tr>
<td>Overseas ‘rep’</td>
<td></td>
</tr>
</tbody>
</table>
Travel & tourism
industry component | Job?
--- | ---
Travel agents | 
Tour operators | 
Tourist information and guiding services | 
On-line travel services | 
Accommodation | 
Attractions | 
Transport | 

**Activity 45**

Using examples from leisure and tourism organisations in the area where you live, together with the Fact File of jobs, complete the table below to show the range of jobs available.

<table>
<thead>
<tr>
<th>Job title</th>
<th>Name of organisation</th>
<th>Manager, supervisor or operative?</th>
<th>Skills and qualities</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>
Investigating leisure and tourism provision in an area

The range and type of leisure and tourism facilities available varies from area to area. Large multiplex cinemas are not found in countryside areas; football pitches or golf courses are not found in town centres.

There are a number of reasons why different leisure and tourism facilities are found where they are. The main reason is because commercial facilities and organisations need to make a profit, and so they need a lot of customers nearby to use them. Also, councils and other non-commercial organisations provide leisure facilities for the use of the local population; so the greater the population, the greater the range of leisure facilities.

Tourism facilities, such as hotels and attractions, are found at popular destinations. A large hotel would not be located in a non-tourist area because not enough people would stay there and it would not make a profit.

In fact, every area has a unique set of leisure and tourism facilities and attractions which are used by local people as well as visitors to the area. Some types of facility, such as a rugby pitch or sailing lake are found throughout the country, but other facilities, such as the Millennium Stadium in Cardiff or the Slate Museum in Llanberis are unique facilities, which are only found in one location.

Llanberis has a unique range of leisure and tourism attractions and facilities.

Most tourist destinations have unique features or attractions which appeal to visitors and draw people to them, such as the beaches of the Gower peninsula or the mountains of Snowdonia.

Most areas have facilities which fit into the components of the leisure and tourism industries, however, not all components need to be present.

To understand leisure and tourism provision it could be necessary to study a small town an area of countryside or part of a large town or city.
Activity 46

Leisure and tourism provision in Cardiff Bay

Cardiff Bay is a good example of an area which could be chosen to investigate leisure and tourism provision. To complete this activity the Cardiff Bay website: www.visitcardiffbay.info will provide a great deal of information.

Cardiff Bay is a relatively small area and is only part of the city of Cardiff, but the area contains a wide range of leisure and tourism facilities, used by local people as well as tourists from all over the world.

Cardiff Bay has been created by building a barrage across the River Taff to produce a large lake, which can be used for leisure activities. A range of new buildings, including housing and offices, have been constructed around the borders of the lake. The Welsh Assembly building and the Wales Millennium Centre are amongst the most striking of the modern buildings in Cardiff Bay.
Answer the following questions by accessing information from the website: www.visitcardiffbay.info (make sure it is this website!)

You may also need to visit the websites of the attractions and facilities in Cardiff Bay for more information.

1. What are the names of the two areas in Cardiff Bay which offer a number of catering facilities?
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   ...........................................................................................................

2. Identify two attractions in Cardiff Bay which would appeal to education groups visiting the area.
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   ...........................................................................................................
   ...........................................................................................................

3. Which accommodation would appeal to groups and which would be best for people who could afford high class accommodation?
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   ...........................................................................................................

4. Although Cardiff Bay is part of a city, are there any activities from the countryside recreation component which could be found in the area?
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   ...........................................................................................................
   ...........................................................................................................

5. Suggest how the facilities in Cardiff Bay could be used by people who live in Cardiff as part of their leisure time.
   ...........................................................................................................
   ...........................................................................................................
6. Identify three methods of transport visitors could use to get to Cardiff Bay and what transport facilities are provided in the area?

7. Suggest two attractions in Cardiff Bay, which were not originally built as attractions.

8. Identify four facilities in Cardiff Bay which could be used by visitors and local people in the evenings.
9. Suggest how the facilities in Cardiff Bay *could* be used by:

a. Children from 11 to 16 years old

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b. People over the age of 60

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....................................................................................................
10. Plan a day’s activities in Cardiff Bay for a family with two children aged 13 and 11.

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity &amp; cost</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<td></td>
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</tbody>
</table>
Fact file of jobs
**Air Cabin Crew**

Air cabin crew (often called a flight attendant) play an important part in making sure airline passengers have a comfortable, safe and pleasant flight.

Before a flight crew members would:

- attend a briefing about the flight and schedule
- check that there are enough supplies and that emergency equipment is working properly
- greet passengers and direct them to their seats
- demonstrate emergency equipment and procedures.

During a flight crew members would:

- make sure passengers are comfortable and deal with any requests
- serve food and drinks and sell duty-free goods
- make announcements for the pilot
- reassure passengers in the event of an emergency, and make sure that they follow safety procedures.

At the end of a flight crew members would:

- make sure passengers leave the plane safely with all hand luggage
- fill in a written flight report recording any unusual incidents
- add up and record food and drink orders and duty-free sales.

**What are the hours and working conditions?**

Cabin crew would work variable hours, including weekends, nights and public holidays. The amount of time spend away from home would be different from job to job, depending on flight routes.

The work can be demanding, as crew members spend a lot of time on their feet and work in confined spaces like the kitchen galley. Bad weather could make flying conditions uncomfortable.

**What skills and knowledge are required?**

- tact and diplomacy
- a polite but firm approach when dealing with difficult customers
- a clear speaking voice
- an enjoyment of teamwork
- the ability to remain calm and focused under pressure and in emergencies
- a confident and friendly manner
- sensitivity towards people who are anxious or upset
- the ability to work quickly and efficiently
- good maths skills for handling cash, including foreign currency
**Airline Customer Service Agent**

Airline customer service agents make sure that passengers and their luggage board the correct aircraft safely and on time. They can also be known as passenger service agents or check-in assistants.

An airline customer service agent typically works for an individual handling agent on behalf of an airline. Duties would include:

- dealing with passenger enquiries about flight departures and arrivals
- checking passengers in
- allocating seat numbers
- issuing boarding passes and luggage labels
- advising passengers about restrictions on luggage contents
- weighing baggage and collecting any excess charges
- escorting passengers to and from aircraft
- taking care of people with special access needs, and unaccompanied children
- calming and reassuring nervous passengers.

Service agents sometimes help passengers through immigration and customs or escort passengers who have night flight connections. They could also specialise in different areas of airport work, such as computer control.

**What qualifications and experience are required?**

There are no fixed entry requirements for becoming an airline customer service agent, although many employers may ask for GCSEs (A-C) in subjects like English and maths, or equivalent qualifications. Some employers may also ask you to take a medical test.

Employers might also look for:

- previous experience of working in a customer service role
- the ability to speak a foreign language
- candidates who live near the airport or have their own transport.

The last point can often be an important factor because agents would be expected to start work on shifts that may be outside normal public transport hours.
**Airport Information Assistant**

Airport information assistants would help and support passengers in the airport terminal, dealing with requests for information and keeping passengers updated on changes to flights.

Duties would include:

- giving out up-to-date information on flights and services
- directing passengers around the airport, for example to the right departure gate
- answering telephone enquiries
- making announcements on the public address system
- handling complaints
- updating and monitoring a computerised flight information system.

Most of the agent’s time would be spent at the information desk in the main concourse working as part of a small team.

In smaller airports your duties may also include:

- exchanging currency
- booking hotels and car hire
- dealing with lost property.

**What qualifications and experience are required?**

Most employers would expect you to have a good general standard of education, including GCSEs (A-C) in English and maths, or equivalent qualifications. You would usually need to be over 18 to comply with shift work regulations.

Employers might also look for:

- previous experience of working in a customer service role
- fluency in at least one foreign language (especially French and German)
- candidates, who live near the airport, have their own transport or good access to public transport.
**Air Traffic Controller**

Air traffic controllers would help airline pilots take off and land safely, and make sure that aircraft travelling through UK airspace are kept a safe distance apart.

Controllers would work in one of the following roles:

- area controller – based in a regional control centre, you would track each aircraft’s position and guide them safely through your sector
- approach controller – you would manage aircraft as they near the airport, and arrange them into the correct landing order
- aerodrome controller – working from a control tower, you would relay landing instructions to pilots as they descend.

The aerodrome role often includes ground control duties, for instance, directing aircraft on the runway after landing and before take off, and as they taxi to and from parking stands and holding areas. An extremely important part of the work would be to respond to emergency distress calls.

**What qualifications and experience are required?**

An air traffic control licence to become a fully qualified controller. This can be gained by completing an approved training course, which is offered by National Air Traffic Services (NATS), BAE Systems and Aviation Services Training and Consultancy (ASTAC).

To get onto a trainee controller's course the requirements are:

- be at least 18 years old when you apply (a full licence is only issued at age 20 or over)
- be eligible to work in the UK
- have a good standard of education, usually a minimum of five GCSEs (grades A-C), including English and maths.

Controllers would be expected to pass a medical exam and gain security clearance before being offered a job.
**Bus and coach driver**

Bus and coach drivers transport passengers making local, national or overseas journeys. Road safety is an important part of the job, and bus and coach drivers would be responsible for the safety of their passengers.

Your duties as a coach driver would include:

- loading and unloading luggage
- checking tickets and passes
- making sure that all passengers are back on board for the return journey and after service station stops.

Coach drivers may drive to overseas destinations, which would involve extra duties, such as keeping passengers up to date with travel information and dealing with foreign authorities, for instance when going through border controls.

Drivers would be responsible for keeping the coach clean, making basic vehicle checks before taking the vehicle out on the road and reporting any incidents to inspectors back at the depot.

**What qualifications and experience are required?**

Drivers would need a Passenger Carrying Vehicle (PCV) licence and must meet the health requirements set out by the bus or coach company. Drivers must hold a full EU driving licence and normally be at least 21
Catering manager

Restaurant and catering managers are responsible for making sure customers are satisfied with the quality of food and service provided in a range of eating places.

A restaurant manager could work in hotels, small independent restaurants, eateries that are part of a large chain, and fast-food outlets. Managers would be front of house, welcoming customers to the restaurant and showing them to their table.

The duties as a restaurant or catering manager would include:

- planning menus
- advertising vacancies and recruiting staff
- making sure all staff are fully trained
- keeping staff motivated to provide the highest standard of service
- organising shift patterns and rotas
- managing stock control and budgets
- running the business in line with strict hygiene, health and safety guidelines.

What qualifications and experience are required?

To apply for a trainee manager post, you will usually need a good general standard of education plus relevant experience.

Another way you could get into a management position would be to work your way up. For example, you could start as a waiter/waitress and with experience and qualifications (such as an NVQ Level 3 in Food Service Advanced Craft); you could take on more responsibilities, supervising less experienced colleagues. You would then be in a good position to apply for a trainee management post.

Many hotel chains run management trainee schemes that can lead to restaurant or catering management. You will usually need a qualification such as a foundation degree, BTEC HNC/HND or degree, although some employers will accept you with A levels or a BTEC National award. Subjects like hospitality business management, and culinary arts management would be particularly useful. See UCAS for a list of course providers, and check with colleges and universities for entry requirements.

Fast-food chains, catering companies and large restaurants may also run management trainee schemes.
Cinema / Theatre Attendant

Cinema and theatre attendants help customers during entertainment shows. They may also be known as ushers or usherettes, front-of-house staff, customer service assistants, or (usually in large multiplex cinema chains) cast or crew members or guest assistants.

In this job, the duties would involve:

- checking tickets
- showing people to their seats
- selling programmes
- selling refreshments from trays or kiosks during the interval
- dealing with any problems or complaints
- re-stocking the refreshment kiosks and trays
- collecting litter and tidying up after the show
- being responsible for health and safety, for example making sure fire exits are not blocked.

Attendants may also work in the venue's cafe, bar or box office.

What qualifications and experience are required?

Attendants do not need any qualifications, but they should ideally have experience of working with people in a customer service role, for example as a shop assistant. It can also be helpful to have an interest in film or the arts.

Attendants will need to be aged 18 or over for jobs that involve serving alcohol.
**Cruise Ship Stewards**

Cruise ship stewards work either in cabin service or in the bar area of cruise liners.

The work of a cabin steward would include:

- keeping guests’ cabins clean and tidy
- making beds
- supplying fresh linen
- vacuuming floors
- replacing stocks of supplies such as shampoo and soap.

Working in the bar area would involve:

- serving passengers with drinks
- clearing and wash glasses
- helping keep the bar well stocked and tidy.

Work would be as part of a team, under the supervision of a head housekeeper or bar manager.

With some cruise companies the job title 'steward' refers to customer service or reception staff. In these roles, your duties could include informing passengers about the services offered on board, arranging excursions and dealing with guests’ queries and complaints.

**What qualifications and experience are required?**

There are no particular qualifications to become a passenger liner steward. However, there is a lot of competition for jobs, so it would be useful to have previous relevant experience, for example in catering, hotel work or bar work.
Events Manager

Events managers you are responsible for organising and running all kinds of promotional, corporate and social events. The managers would control the whole project, from initial planning, making sure that all elements come together on schedule, to running the event on the day.

The job would typically include:

- discussing what the client wants
- coming up with original ideas for events
- agreeing budgets and timescales with the client
- researching venues, contacts and suppliers
- negotiating prices with suppliers and contractors
- booking venues, entertainment and any necessary equipment and supplies
- hiring and supervising contractors such as caterers and security
- marketing and publicising the event
- making sure that everything runs smoothly on the day
- ensuring that health and safety and insurance regulations are followed.

Event managers might specialise in organising a particular type of event, such as parties and weddings, exhibitions and conferences, advertising product launches, or fundraising events.

What qualifications and experience are required?

People become to events management from a range of backgrounds. Managers often do not need particular qualifications, because employers will look for relevant experience or strong transferable skills.

However, it may have an advantage with a degree, foundation degree or BTEC HNC/HND in events management, as courses often include work experience placements. Other useful subjects include hospitality management, marketing, public relations or business studies.

Events managers should ideally have practical experience in organising events. This could be from a related industry like hotel conference and banqueting, travel or public relations. Alternatively, managers may have organised events as part of their role in another job such as personal assistant, marketing executive or human resources officer.

Many managers also start as an administrator or assistant in an event management company or an organisation's marketing department, possibly through temporary work ('temping'). They then could then progress to organising their own events as your experience grew.
**Fitness Instructor**

Fitness instructors would lead and organise group and individual exercise programmes to help people to improve their health and fitness. They would either instruct a range of activities or specialise in a particular area such as:

- keep fit
- aquacise (exercise in water)
- weight training
- yoga
- Pilates.

The work could include:

- carrying out fitness assessments, consultations and inductions with new clients
- demonstrating routines for clients to follow
- showing clients how to use exercise machines and free weights properly
- supervising clients to make sure that they are exercising safely and effectively
- leading group exercise classes such as circuit training, aerobics or spinning
- designing personal exercise programmes.

Fitness instructors may also give advice on healthy eating and lifestyle. You could work with specialist groups of people, such as older adults, children, people with disabilities or clients referred by doctors.

In smaller clubs they may also carry out routine duties, such as reception, health and safety checks and pool operations.

**What qualifications and experience are required?**

Fitness instructors could either complete a nationally-recognised vocational qualification before starting work, or start as an assistant instructor and complete work-based qualifications.

Instructors can choose to focus on gym, group exercises or water-based exercise.

Before anyone can work as an instructor they will also need public liability insurance and a first aid certificate, which includes a cardiopulmonary resuscitation (CPR) certificate. They might need lifeguard qualifications for some jobs.
**Football Coach**

Football coaches develop the knowledge, techniques and motivation of football teams and players. They train players at all levels, from beginners to top professionals.

Football coaches would:

- plan activities, sessions and programmes
- provide feedback and give advice on players' performance, fitness, technical skills and team working
- develop and discuss strategies and tactics for both individual and team play
- give guidance on nutrition and injury recognition and prevention, when working with competitive teams
- research good practice and innovative examples of coaching
- advise players on how to keep up a positive mental attitude and self-discipline.

At a higher level, they may also:

- analyse matches
- design innovative training methods and programmes
- deal with the media.

Coaches could work at an amateur level, working in the community with children or youth teams (sometimes as a volunteer), or at a professional level, with young people in football academies and league clubs.

Community football coaches work with clubs, schools and local authorities, using football as a means of personal and social development. They would work closely with local community organisations to develop opportunities for young people to get involved in sporting activities.

**What qualifications and experience are required?**

Football coaches can qualify by completing Football Association (FA) coaching qualifications at the following levels:

- FA Level 1 Club Coach
- FA Level 2 Club Coach
- Level 3 UEFA 'B'
- UEFA 'A' Licence.

They will usually start with the Level 1 course, which gives an introduction to coaching and the opportunity to improve your skills and understanding. You do not need any experience to join this course.
Health Trainer

Health trainers would advise people about healthier lifestyle choices in order to improve their general health and wellbeing.

Their work within the community could focus on issues such as:

- improving the amount of exercise people take
- the importance of practicing safe sex
- helping people stop smoking
- the positive effects of lowering alcohol intake
- the benefits of breastfeeding
- improving access to healthy lifestyles in the communities with the greatest needs.

They would encourage people to understand and adapt their behaviour by providing information and practical support on a one-to-one basis, as well as in groups. Their work to improve the health of the community could also include:

- connecting people to relevant local services
- helping people understand how their behaviour affects their health
- supporting and motivating individuals to change harmful habits
- explaining the benefits of healthier food and lifestyle choices
- encouraging greater community integration and sense of togetherness
- recording activity levels and results, and using these to motivate clients.

What qualifications and experience are required?

Health trainers require:

- knowledge of the health issues facing the community you will be working with
- good communication skills in English (and for some jobs, a second community language
- experience (paid or voluntary) of working with local community groups.
**Hotel Manager**

Hotel managers oversee all aspects of running a hotel, from housekeeping and general maintenance to budget management and marketing.

Large hotels may have a manager for each department, reporting to the general manager. In smaller hotels, the manager is more involved in the day-to-day running of the hotel, often dealing directly with guests.

As a hotel manager, tasks would typically include:

- setting annual budgets
- analysing financial information and statistics
- setting business targets and marketing strategies
- managing staff
- organising building maintenance
- making sure security is effective
- dealing with customer complaints and comments
- making sure the hotel follows regulations such as licensing laws
- securing corporate bookings for entertainment and conference facilities.

In larger hotels managers will spend a lot of time in meetings with the heads of departments.

**What qualifications and experience are required?**

People could become a hotel manager in either of the following ways:

- working their way up to management level from a more junior position, or
- entering management after completing a BTEC HNC/HND, degree, postgraduate qualification.

Relevant degree and HNC/HND subjects include:

- Hospitality Management
- International Hospitality Management
- Hotel and Hospitality Management
- Hospitality and Licensed Retail Management.

Hotel managers can also do foundation degrees in relevant subjects, such as Hospitality Business Management. These are vocational courses that are usually studied over two years.
Hotel Porter

Hotel porters will often be the first person to greet guests at a hotel.

The work will include:

- helping guests by carrying luggage and showing them to their room
- advising on hotel facilities
- arranging taxis and parking cars
- running errands, such as taking and picking up dry cleaning
- taking messages
- giving directions
- answering queries and making reservations.

If the hotel has a conference suite, porters may be responsible for moving and setting up equipment.

In a large hotel, the duties of porters may be more specialised.

**What qualifications and experience will are required?**

To be a hotel porter, employers will usually expect you to have a good general education.

Porters will need a full driving licence if their job involves parking guests' cars. Knowledge of the local area will be useful, so that the porter can answer guests' questions and give them directions.
**Hotel Receptionist**

Hotel receptionists are responsible for making guests feel welcome, dealing with room bookings and cancellations, and handling general requests made by guests during their stay.

The main duties of a hotel receptionist would include:

- dealing with reservations by phone, e-mail, letter, fax or face-to-face
- checking guests in to and out of the hotel, allocating rooms and handing out keys
- preparing bills and taking payments
- handling foreign exchange
- taking and passing on messages to guests
- dealing with special requests from guests (booking theatre tickets or storing valuables)
- answering questions about facilities in the hotel and the surrounding area
- dealing with complaints or problems.

In most hotels, receptionists would use a computerised system to make reservations and keep room bookings and availability details up-to-date. Receptionists would work as part of a team and they may specialise in one aspect such as telephone reservations or checkouts.

In small hotels, receptionist duties may include a wider range of tasks such as showing guests to their rooms and serving drinks in the bar.

**What qualifications and experience are required?**

Many employers will prefer receptionists to have a good standard of general education and possibly some GCSEs (A-C) in subjects such as English, maths and IT. Some employers will also want receptionists to have experience of using a telephone switchboard or a computerised reservations and booking system.

Previous experience in customer service or office work would also be an advantage.
Leisure Centre Assistant

Leisure centre assistants would help and supervise visitors using leisure centre facilities. They have a wide range of duties, typically including:

- setting up, dismantling and maintaining equipment
- making sure all areas and facilities are kept clean and tidy
- selling tickets and making reservations
- swimming pool maintenance and safety
- staffing a helpdesk in reception
- helping in the catering section, selling food and drink.

In a small centre they may be involved in all of these activities. At a larger centre assistants may be able to specialise in a specific area, such as swimming pool supervision or outdoor sports.

What qualifications and experience are required?

Leisure centre assistants would not need any particular qualifications. Qualifications such as BTEC national certificates in Leisure and Tourism or Sport could be useful, but are not essential.

People could have an advantage when looking for work if they have customer service experience. Relevant qualifications such as coaching awards and lifeguard qualifications can also be useful (although coaching is not usually part of the leisure assistant role). A first aid certificate would also be valued.
**Leisure Centre Manager**

Leisure centre managers are responsible for the day-to-day running of a centre with leisure facilities like swimming pools, sports halls, outdoor facilities such as dry ski-runs, and facilities for the arts.

Their duties would vary depending on where they work, but would typically include:

- arranging timetables for activities
- organising and promoting special events
- recruiting and managing staff
- controlling budgets
- taking responsibility for health and safety.

They may also visit external organisations, such as local authorities, to promote the facilities of the centre.

**What qualifications and experience are required?**

People can become a leisure centre manager in two ways:

- completing a foundation degree, BTEC HND or degree before applying for management jobs, or
- starting in an assistant position, or as a management trainee, and working towards professional qualifications.

Degrees, foundation degrees and BTEC HNDs are available in subjects such as:

- sports and leisure management
- leisure studies
- sports science
- recreation management.
**Lifeguard**

Lifeguards make sure that swimmers are safe in swimming pools, the sea or inland waterways. They help to prevent accidents by being constantly alert to identify dangerous situations.

A pool lifeguard would:

- patrol the edge of the pool or sit on a raised observation deck or elevated chair at the poolside to keep a close watch on the pool and pool users
- look out for swimmers in difficulties
- stop behaviour which could be dangerous
- advise swimmers on the use of the diving boards and slides
- use life-saving techniques in emergencies
- give first aid if necessary
- check water temperature, pH and chlorine levels
- set up equipment.

A beach lifeguard would:

- supervise users of beaches and inland waterways
- advise people where and when they can swim safely
- make sure people stay in safe areas
- prevent accidents by identifying hazards and taking preventative measures
- use life-saving techniques in emergencies
- provide a point of contact for people on the beach
- give basic first aid if necessary.

**What qualifications and experience are required?**

Lifeguards must be aged 16 or over (18 or over as a beach lifeguard), physically fit and a strong swimmer.

**Pool lifeguard**

To be a pool lifeguard you will need one of the following qualifications:

- National Pool Lifeguard Qualification (NPLQ)
- NaRS Pool Rescue Qualifications.

You may be able to find a job as a pool attendant or assistant and then work towards qualifications.

**Beach lifeguard**

To be a beach lifeguard you will need one of the following qualifications:

- RLSS National Beach Lifeguard Qualification
- NaRS Beach Lifeguard.
**Museum Assistant**

Museum assistants are responsible for customer care and security in museums and galleries.

As a museum assistant, work would usually involve:

- patrolling to monitor security and make sure the exhibits are in good order
- talking to visitors and helping them with their enquiries
- helping curators and other senior staff to move and change displays and exhibitions.

In independent and privately owned museums with fewer staff, assistants may have additional duties, including:

- taking more responsibility for security
- issuing entrance tickets
- serving in the museum shop
- carrying out administrative tasks and/or cleaning.

**What qualifications and experience are required?**

To become an assistant in most museums, a good general standard of education, especially in English and maths is required. Some of the larger museums and galleries will ask for at least four GCSEs or equivalent qualifications. For some jobs applicants may be expected to have some A levels or equivalent.

It will be useful if applicants have:

- experience in customer services
- knowledge of, and interest in, the subject of the museum
- experience as a volunteer in a museum or gallery.
Outdoor Activities Instructor

Outdoor activities instructors (sometimes called outdoor pursuits instructors) lead people on outdoor activity sessions and trips, or instruct them in a wide range of outdoor activities, such as hill walking, climbing, orienteering, abseiling and canoeing.

Outdoor activities instructors provide:

- activities to help people enjoy their leisure time
- self-development activities, for example as part of team-building training organised by companies for their staff
- courses for youth, social and probation services, for example to provide positive experiences for disadvantaged young people.

The work would include:

- planning and preparing activities to suit the needs, abilities and experience of each group
- giving briefings, advice and demonstrations
- instructing in one or more specialist area, such as sailing or climbing
- making sure all equipment and facilities are safe
- explaining safety procedures
- checking weather conditions before starting sessions, assessing hazards and managing risks.

Instructors may also have to deal with accidents, and support people who may be nervous of taking part in activities.

What qualifications and experience are required?

Instructors should be at least 18 and would usually need:

- skill in at least one outdoor coaching or instructor qualifications approved by the relevant national governing body (NGB) for each of the sports or activities
- a first aid certificate

Applicants may also find it an advantage to have been involved in activities such as Duke of Edinburgh awards, membership of activity clubs or volunteering at outdoor activities centres. Some instructors have previous experience in youth work, teaching, sports coaching, training, or as physical training instructors in the armed forces.

Examples of instructor qualifications include:

- Mountain Leaders Training Board Mountain Leader Award
- British Canoe Union Level 2 Coach Award (kayak, canoe or both)
- Ski Instructor and Snowboard Instructor qualifications.
**Personal Trainers**

Personal trainers provide individual programmes for clients to help them to achieve their personal health and fitness goals.

A personal trainer’s work with clients would start with a consultation to determine their fitness level and health history. They would then:

- set realistic short- and long-term goals and devise appropriate programmes to meet them
- educate, motivate and coach clients to help them follow their programmes safely and effectively
- advise clients on a one-to-one basis on health, nutrition and lifestyle changes
- work with clients in sessions, helping them with their workouts, typically using cardiovascular, strength or flexibility exercises
- monitor and record progress, using various methods such as measuring heart rate and body fat levels.

In some cases personal trainers might work full-time as a gym instructor and do personal training outside normal hours of work.

**What qualifications and experience are required?**

To become personal trainer applicants would first need to be a fitness instructor with a high level of experience and advanced qualifications. They would need at least a level 3 certificate. Doing a course which allows them to gain entry on the Register of Exercise Professionals (REPs), also known as the 'Exercise Register', will improve their chances of employment.
**Play worker**

Play workers plan, organise and take part in play and leisure activities for 4 to 16 year olds. They work in various settings, such as breakfast clubs, after-school clubs, mobile play buses and holiday play schemes.

Work as a play worker will be very varied. They could be involved in activities ranging from art, crafts or drama to taking children on outings, and from cookery to outdoor games – sometimes all on the same day.

Tasks typically will include:

- planning activities with the children
- providing play areas, materials and equipment
- giving children the choice and freedom to spend their leisure time in their own way
- encouraging fair and caring behaviour among the children
- encouraging independence and self-esteem
- talking to children about their concerns or worries
- dealing with injuries and emergencies
- liaising with parents, carers, and sometimes other professionals
- keeping records and looking after petty cash.

Play workers would need to make sure that play is safe, and encourage children to be aware of their own safety and that of others.

**What qualifications and experience are required?**

Play workers need qualifications to start in play work – they train and gain play work qualifications as they.

There are two ways to get started:

- working as a volunteer to gain experience before moving into paid part-time or full-time work
- working as a volunteer at the same time as working towards a qualification.
**Resort Representative**

Resort representatives look after holiday-makers at their holiday destination (usually abroad).

The work would include:

- meeting groups of holiday-makers when they arrive at the airport
- accompanying holiday-makers by coach to their accommodation
- holding a welcome meeting to give information about resort facilities and local attractions
- meeting holiday-makers at pre-arranged times to make announcements and deal with enquiries and problems
- keeping an information board and a folder of useful information up-to-date at each hotel
- arranging, and sometimes accompanying, excursions and sightseeing trips
- arranging car or ski hire if necessary
- being on-call to give advice and deal with emergencies like lost passports or money, illness or difficulties with accommodation.

‘Reps’ would also keep records, and write reports of complaints and incidents such as illness.

**What qualifications and experience are required?**

Employers may expect representatives to have GCSEs (A-C) or similar qualifications, particularly in English and maths. Reps would usually need a good working knowledge of one or more foreign languages.

For most jobs reps should be at least 20 years of age. To work as a children’s representative applicants may be accepted from the age of 18 or 19, and would usually be expected to have a qualification in childcare.

Applicants could have an advantage if you have relevant experience, such as in another area of travel and tourism, or in customer service or administration. Reps may need specialist knowledge or skills for some holidays – for example, as a winter sports representative you may need to be able to ski at an advanced level.
**Sports and exercise scientist**

Sport and exercise scientists use their knowledge of scientific areas such as physiology, biomechanics and psychology to help clients to improve their sporting performance and general health.

Sport science is concerned with supporting athletes and sports clubs. Exercise science involves improving health, preventing illness and helping recovery from illness through programmes of physical activity.

Sport and exercise scientists could:

- work alongside other staff such as sports coaches and sports therapists to assess individuals and teams and help to improve their performance
- work with doctors to help people improve their health through physical activity
- work with hospitals and Primary Care Trusts in areas such as cardiac rehabilitation and health promotion
- take part in research projects
- contribute to the design and production of sports equipment.

**What qualifications and experience are required?**

Sport and exercise scientists would need a degree, usually in sports science. Alternatively, people could complete a degree in a related subject, such as physical education, physiology or psychology, followed by a postgraduate qualification.
Sports Coach

Sports coaches teach sports skills and techniques to individuals and teams of all abilities, from beginners to top international professionals. They help people to take part in their chosen sport safely and to their full potential.

As a sports coach, the work would include:

- planning structured training programmes
- running training sessions
- giving feedback on performance
- monitoring the physical condition and mental attitude of participants
- developing players into effective teams
- attending competitions and events with participants.

Only a few sports coaches are full-time – most are part-time or volunteers, and coach alongside another full-time job.

Coach development officers (CDOs) are qualified and experienced coaches who work with County Sports Partnerships (partnerships of local agencies that aim to help people benefit from sport) to support coaches in developing their skills and qualifications.

What qualifications and experience are required?

Sports coaches will need a qualification which is recognised by the national governing body (NGB) for the relevant sport. These qualifications can be gained in either of the following ways:

- directly through the NGBs
- as part of a college or university course which includes coaching.

Coaches will need to show that you have practical coaching skills.

Relevant college and university courses include:

- degrees in subjects such as coaching, sports science, sports studies, movement studies or physical education
- foundation degrees in sports coaching
- BTEC HNC/HND in Leisure Studies.
Swimming pool technician

Swimming pool technicians service and maintain pools, spas and hot tubs in homes, gyms, hotels and leisure centres, making sure they are safe for bathers. Swimming pool technicians could work for a local authority, carrying out routine maintenance of public swimming pools.

The main tasks are likely to include:

- carrying out scheduled water cleaning, using chemicals like chlorine
- testing water quality and pH balance
- cleaning dirt and particles from filtration units (backwashing)
- servicing heating, circulation and de-humidifier systems
- fixing lights above and below water level
- checking and repairing corrosion, cracks and leaks in the pool walls or floors
- making sure accessories like pool covers, diving boards and slides are in good working order
- keeping stock records for cleaning supplies and spare parts
- attending to immediate water hygiene incidents
- logging and reporting equipment faults or water quality problems to managers.

What qualifications and experience are required?

Applicants might have an advantage if they have a background and/or qualifications in any of the following:

- heating, ventilation or air conditioning (HVAC)
- electrical or mechanical maintenance
- water treatment.

New entrants would normally receive on-the-job training from their employer, which could include manual handling, safe use of chemicals, and cleaning products and methods.
**Swimming teacher**

Swimming teachers help people of all ages and abilities to develop swimming skills and techniques, or teach exercise in water. Swimming coaches train competitive swimmers.

A swimming teacher or coach would:

- teach or coach one-to-one or in small group or larger groups
- identify participants’ abilities
- plan and deliver sessions appropriate to the level of swimmer
- make sure safety standards are followed in all sessions
- check that life-saving equipment is in working order
- provide explanations and demonstrate swimming techniques
- set ground rules for each session
- correct faults in swimming techniques and identify ways to improve performance
- evaluate sessions and give feedback
- organise and supervise assistants and helpers.

Swimming coaches may also need to deal with minor injuries and accidents.

**What qualifications and experience are required?**

People can qualify as a swimming teacher by completing qualifications awarded by:

- the Amateur Swimming Association (ASA), or
- the Swimming Teachers Association (STA).

The ASA also awards swimming coaching qualifications.

The ASA, which is the national governing body for swimming, has developed new swimming teaching and coaching qualifications in line with the UK Coaching Certificate. This is a nationally recognised standard for coach and teacher education which can be completed on several levels.
**Taxi driver**

Taxis play an important part of any town or city's transport system and they usually come in two varieties – a 'black cab' (the traditional hackney carriage) or a private hire vehicle, often known as a minicab.

A taxi driver would pick up passengers and take them to their destination by the quickest and safest route. The main responsibilities would include:

- taking job details over the radio from the operator at the office
- helping to load and unload passengers' luggage
- helping passengers to get in and out of the vehicle if required
- taking payments for fares
- keeping the vehicle clean and in a roadworthy condition
- keeping accounts and records up to date if self-employed.

A black cab could be booked in advance, wait at an official taxi rank or pick up passengers while on the move, for example at railway stations and busy shopping areas.

**What qualifications and experience will employers look for?**

Entrants do not need any particular qualifications to become a taxi driver, but will need an operator's licence. Each unit has its own conditions of licence, but you will normally need to:

- pass a criminal records check
- be over 21 (18 in Northern Ireland)
- pass a geographical knowledge test and/or a driving test (in some cities)
- pass a medical
- have held a full driving licence for at least 12 months (3 years in London).
**Tour manager**

A tour manager would be responsible for making sure that travel arrangements for groups of holiday-makers run as smoothly and enjoyably as possible. The tour manager would accompany passengers throughout their tour, keeping them informed about details like arrival and departure times and places of interest.

The manager would usually work on coach tours that can last from between two or three days to over a month, but could also work on tours by rail or cruise ship.

The job would involve:

- joining the group at the start of their journey, welcoming them, and announcing details of travel arrangements and stopover points
- making sure all travel arrangements run according to plan, and that the accommodation, meals and service are satisfactory
- helping with passport and immigration issues
- helping with check-in to accommodation
- giving a spoken commentary on places travelled through or visited (although local guides may also be used)
- promoting and selling excursions to tour members
- advising about facilities such as sights, restaurants and shops at each destination
- organising entry to attractions and additional transport, such as car hire
- keeping records.

The tour manager would need to be available at almost any time to give advice, solve problems and deal with emergencies like loss of passports or money, illness or difficulties with accommodation. In some companies the role may be known as tour director rather than tour manager.

**What qualifications and experience are required?**

Applicants would not usually need any particular qualifications to become a tour manager, but you would need a good standard of general education.

Tour managers would also usually need:

- experience of working with people
- an interest in geography, history and history of art, and the ability to research these for the region covered by the tour
- a good working knowledge of foreign languages if working overseas
Tourist guide

Tourist guides show visitors around places of interest, such as towns and cities, historic buildings, gardens, religious sites or museums and art galleries.

Guides could:

- work in one place such as a castle or historic house, or
- accompany groups on day tours to interesting places or sites.

Guide would escort groups around the site or area, and give information about history, purpose, architecture or other points of interest.

Guided tours could be:

- sightseeing tours
- tours for special interest groups
- themed walks.

Guides could also work as a 'driver guide', taking small groups of tourists on guided tours around places of interest in a car or minibus.

What qualifications and experience will employers look for?

Entrants would not need any set qualifications to start training as a tourist guide, but would need a good standard of general education.

It would be an advantage if entrants have experience in jobs that involve dealing with the public and giving presentations. It could be useful if guides speak a foreign language fluently.

Guides can do courses and take exams which are accredited by the Institute of Tourist Guiding, working towards qualifications such as:

- Level 2: Fixed Route Commentary, Interpretation and Presentation – for paid or voluntary work, guiding visitors round attractions such as galleries, cathedrals or stately homes, or on fixed route tours such as river trips and open top bus trips
- Level 3: Green Badge – Flexible Route Commentary, Heritage Interpretation and Presentation – for work as a guide in areas such as city and town centres, or in visitor attractions, historic buildings or heritage sites
- Level 4: Blue Badge in Tourist Guiding – for all aspects of guiding.

In some attractions, Blue Badge guides are the only guides allowed.
**Tourist information centre assistant**

Tourist information centre (TIC) assistants provide information to help people make the most of their visit to the local area. Information can be given in person, in writing or on the telephone.

A TIC assistants work would include:

- answering enquiries using computer systems, leaflets, timetables, guidebooks and national TIC reference kits
- making bookings, for example coach travel, theatre performances and accommodation
- setting up displays within the centre
- keeping up to date with local accommodation, places to visit, activities and events
- re-stocking free literature and goods for sale.

Assistants would also sell goods such as guidebooks, postcards and stamps, local craft items, gifts and souvenirs, and make sure that the centre is kept tidy.

**What qualifications and experience are required?**

The right personal qualities for the job to be as important as, or more important than, qualifications. However, applicants will be expected to have a good general education, and some employers may prefer GCSEs (A-C) or similar qualifications.

Experience of customer service and cash handling will be useful, and entrants may also have an advantage if you have:

- the ability to speak one or more foreign languages (this may be essential for work in an airport, port or major tourism destination)
- knowledge of sign language.

As a new TIC assistant, entrants would receive most of your training on the job, but may attend Tourist Board induction courses. New assistants may also attend other specialist TIC skills courses, covering areas such as:

- specific TIC services
- product knowledge
- selling and promotional skills
Train driver

A train driver would drive passenger and freight trains on local and national rail networks, and work on engines that pull engineering equipment into place for track maintenance.

Train drivers would make scheduled stops along your route to pick up and drop off passengers or freight. Other duties could include:

- making equipment and engine checks before a journey begins
- checking with control centres for information about routes and any problems
- following signalling instructions during the journey
- making passenger announcements
- controlling automatic doors
- positioning and handing over engines to drivers on the next shift.

Drivers would also record any incidents during your shift, for example onboard or trackside equipment problems, hazards or delays.

What qualifications and experience are required?

Drivers do not always need set qualifications to get into this type of work, although most employers will expect drivers to have a good general standard of education, including maths and English GCSEs. Some mechanical or electrical knowledge may also be useful.

Entrants normally have to be at least 21 to work as a train driver on the national rail network.

Applicants will be invited to a training centre where they would sit tests on:

- basic mechanical knowledge
- ability to recall information
- reaction times
- concentration skills.
Travel Agents

Travel agents (often known as travel agency sales consultants) advise customers on business and leisure travel, and sell holidays. They may work in a high street travel agency or in a call centre.

The work of travel agents includes:

- helping customers to find a suitable package holiday or to plan independent travel
- checking availability of the chosen holiday by telephone or computer
- making bookings using a computer system
- collecting deposits and filling in booking forms
- contacting customers when their tickets arrive and collecting final payments
- informing customers of any changes such as cancelled flights, and arranging alternatives.

Travel agents would also advise customers about passports, travel insurance, visas, vaccinations and extra excursions. You may arrange refunds or handle complaints, referring serious issues to a manager or the tour operator.

What skills and knowledge are required?

- the ability to cope under pressure at busy times
- good organisational skills
- a good telephone manner and strong communication skills
- sales skills, both face to face and over the telephone
- IT skills
- an interest in travel and a knowledge of geography
- the ability to work well as a member of a team.
Waiting staff

Waiting staff serve customers by taking orders, serving food and preparing tables. An important part of the work is to make customers feel welcome and comfortable during their meal.

As a waiter or waitress, the main duties would include:

- greeting customers as they arrive and showing them to their table
- giving out menus and taking orders for food and drink
- serving food and drinks
- dealing with bill payments
- making sure tables are clean and tidy.

In formal restaurants the work of waiting staff work may include silver service (providing the main part of the dish separately to the vegetables or accompaniments). Waiters would usually work in a team under the supervision of a head waiter or waitress, known as the 'maitre d’.

In some restaurants the waiter would be responsible for a specific area of tables. They may be known as 'chefs de rang' and would give advice to diners on menu choice, as well as serve them food. They could also be involved in supervising food being cooked at the table, known as 'gueridon' service.

Waiters could also specialise in work as a wine waiter or waitress, for example in a fine dining restaurant. They may be known as a 'sommelier' and act as an expert in wine and other alcoholic beverages.

What qualifications and experience are required?

Waiters will not usually need any specific qualifications to work as a waiter or waitress, but you will need a good standard of maths and English and excellent 'people' skills.

Previous experience of customer service would also give you an advantage.