

Unit 1: The Contemporary Travel and Tourism Industry

Unit code	M/616/2008
Unit type	Core
Unit level	4
Credit value	15

Introduction

This unit provides students with an opportunity to investigate the various elements of the travel and tourism industry and how they interrelate.

The aim of this unit is for students to understand the structure and systems within the contemporary travel and tourism industry, examining the interactions between the different elements of the industry, such as accommodation provision, transportation, attractions, and both the different tourism settings and experiences. This will enable students to develop an overall appreciation of the international tourism experience.

Students will also explore recent patterns of tourism to understand movements of domestic, inbound and outbound visitors, the popularity of different destinations and the reasons for this popularity.

Finally, increased understanding of the customer helps inform the development of destinations and the interrelationship between the different tourism systems in place. This unit therefore also covers the factors affecting tourist behaviour and decision-making. On completion of this unit, students will be able to understand the scale and scope of the travel and tourism industry, the determinants of supply and demand, and the current trends affecting and shaping the industry.

Learning Outcomes

By the end of this unit students will be able to:

1. Discuss the development of the travel and tourism industry and explain how its different elements combine to provide a tourism experience
2. Explain the factors driving tourist behaviour
3. Determine current patterns and key trends in travel and tourism
4. Investigate the factors affecting the current levels of popularity of different global destinations.

Essential content

LO1 **Discuss the development of the travel and tourism industry and explain how its different elements combine to provide a tourism experience**

Definition of travel and tourism:

The tourism concept and definitions

Definitions of different types of tourism including inbound, outbound and domestic

Leiper's tourist system

The volume and value of the travel and tourism industry to the national and international economy

Development of the travel and tourism industry:

The historical context of the travel and tourism industry

The growth of the contemporary travel and tourism industry due to advances in transport technology, infrastructure, globalisation and consumer-led demand

Challenges and issues facing the industry from social, economic, environmental and political perspectives

The structure of the travel and tourism industry:

Different sectors of the travel and tourism industry: accommodation services, visitor attractions, events and conference services, passenger transport services, tourist information and destination management services

Interrelationships, levels of integration and the chain of distribution

The differences between public, private and voluntary sector organisations

The tourist experience:

The experience economy and the tourist experience

The stages of the tourism experience

LO2 **Explain the factors driving tourist behaviour**

Factors driving behaviour:

The consideration of tourism flows between generating regions and destinations influenced by push and pull factors

Push factors e.g. escape, relaxation, regression, social interaction

Pull factors e.g. accessibility, desirability, security, culture, image, hospitality, reputation

Personal determinants e.g. available leisure time, disposable income, personal demographic, health/life expectancy

The fourfold classification of tourist characteristics

Different rationale and purpose for tourism visits e.g. leisure, business, visiting friends and relatives

Models of tourism motivation:

How motivation influences tourists' consumer behaviour, applying models of motivation e.g. Dann, Plog and McIntosh, Goeldner and Ritchie

Consumer decision-making:

Factors that inform decisions based on choice and flexibility: package versus non-package, group versus independent, destination, infrastructure and amenities, duration and expenditure

Models of consumer behaviour that influence the buying process e.g. cognitive, habitual and reinforcement approaches

LO3 Determine current patterns and key trends in travel and tourism

Techniques for analysing and interpreting tourism patterns:

Use of qualitative and quantitative data, both primary and secondary sources

Techniques for data analysis

Drawing conclusions and reporting key findings

Current patterns:

Global tourism patterns for domestic, outbound and inbound visitors

Tourism arrivals and receipts

Growth patterns – emerging and developing destinations

Key trends:

The impact of digital technology on influencing consumer decisions, consumer brand interaction, opportunities for promotion and loyalty

The rise of the sharing economy e.g. Airbnb and Uber

The impact of changing lifestyle trends driving specialist/niche markets e.g. adventure tourism, extreme sports tourism, agro tourism, gastro tourism and dark tourism

Reasons for increasing popularity of different specialist/niche markets

Increasing need for personalisation and memorable experiences

Balancing sustainability and growth of the industry

LO4 Investigate the factors affecting the current levels of popularity of different global destinations

The destination life cycle:

The evolving destination and the stages of the destination life cycle

Butler's tourist area life cycle (TALC)

Macro and micro factors that shape the destination TALC curve:

Changes in tourist preferences and behaviours

The role of marketing campaigns and the use of social media in the reputation and promotion of a destination

Influence of digital technology in increasing customer decision-making

National and international legislation and policies

Safety and security

Accessibility and capacity constraints

Adverse tourism impacts, responsible tourism and environmental awareness

Learning Outcomes and Assessment Criteria

Pass	Merit	Distinction
<p>LO1 Discuss the development of the travel and tourism industry and explain how its different elements combine to provide a tourism experience</p>		<p>D1 Critically analyse the inter-relationship between the different elements of the travel and tourism industry and demonstrate how a weakness in any one element can impact on the overall tourist experience</p>
<p>P1 Discuss key milestones in the development of the travel and tourism industry and how they have shaped the travel and tourism industry</p> <p>P2 Identify the different elements of the travel and tourism industry and explore how they interrelate to create the tourist experience</p>	<p>M1 Analyse the discrete role of each key element of the travel and tourism industry and how the different elements interact to provide a tourism experience</p>	
<p>LO2 Explain the factors driving tourist behaviour</p>		<p>LO2 L03 L04</p> <p>D2 Critically evaluate the link between the key drivers of tourist behaviour and the popularity of different tourism destinations and experiences</p>
<p>P3 Determine the different factors that affect tourism behaviour</p> <p>P4 Explain models of motivation and how they influence the consumer decision-making process</p>	<p>M2 Assess the factors underpinning tourist behaviour and evaluate their impact on the decision-making process</p>	
<p>LO3 Determine current patterns and key trends in travel and tourism</p>		
<p>P5 Identify recent and emerging patterns and trends in the international travel and tourism industry</p>	<p>M3 Analyse recent patterns in international travel and tourism and highlight their significance to the development of the global travel and tourism industry</p>	
<p>LO4 Investigate the factors affecting the current levels of popularity of different global destinations</p>		
<p>P6 Examine the factors affecting the popularity of a range of global destinations</p>	<p>M4 Analyse the factors affecting the popularity of different destinations and assess their level of importance to a destination's popularity</p>	

Recommended resources

Textbooks

COOPER, C. (2016) *Essentials of Tourism*. 2nd ed. Harlow: Pearson.

COOPER, C. and HALL, C.M. (2016) *Contemporary Tourism: An International Approach*. 3rd ed. Oxford: Good Fellow.

HOLLOWAY, J. and HUMPHRIES, C. (2016) *The Business of Tourism*. 10th ed. Harlow: Pearson.

INKSON, C. and MINNAERT, L. (2012) *Tourism Management: An Introduction*. London: Sage.

PAGE, S.J. (2014) *Tourism Management: An Introduction*. 5th ed. Oxford: Routledge.

Websites

www.thetravelfoundation.org

The Travel Foundation
(General Reference)

www.tourismsociety.org

The Tourism Society
(General Reference)

www.unwto.org

World Tourism Organisation
(General Reference)

www.visitbritain.com

Visit Britain
Market Intelligence
(General Reference)

www.wttc.org

World Travel and Tourism Council
(General Reference)

Links

This unit links to the following related units:

Unit 2: Managing the Customer Experience

Unit 13: Global Tourism Destinations

Unit 20: Tourism Consumer

Behaviour and Insight Unit 24:

Destination Management

Services