Achieving in Tourism

Do well in 'developing UK tourist destinations'

AC 1.2 - Describe characteristics of different types of tourists

Introduction

For this AC you will need to describe the characteristics of the different types of tourist listed in the content of the specification.

The characteristics of different tourist types that you will need to understand and be able to describe are listed below.

Characteristics

- Purpose of stay why have individuals or groups of tourists chosen to stay at a particular tourism destination is? Is it for leisure or business purposes?
- Age are tourist destinations age specific? Why do certain age groups choose one destination over another?
- Cultural this could include tourists who visit certain destinations because they want to experience the different culture and might include traditions, food or language.
- Socio-economic are tourists' decisions affected by their socio-economic situation? If so, how does this affect their choice of destination?
- Interests where would a tourist choose to go to indulge their interest or take part in something new? Learners need to appreciate that not all tourism destinations offer the same facilities and attractions.

Different types of tourist

- Leisure these are tourists who travel simply for leisure purposes. A holiday, a short break, a weekend away, whatever it is, it is not related to any work purpose, they are doing it in their own time and for their enjoyment.
- Business quite the opposite to above. These tourists are away from home on business. They may take part in leisure activities whilst they are away but the primary purpose of their visit is work/business.
- Different ages this can be broken down into
 - ° Children babies, toddlers, older children and teenagers
 - o adults young adults, middle-aged adults, senior citizens
 - Different cultures people from different cultures expect to be respected and have their beliefs and behaviours understood. British culture is very different to Chinese culture, e.g. the foods are different, the traditions are different. Culture makes us what we are.

Purpose of stay

Activity 2

Notice

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Describe two more examples of different purposes of stay. One being leisure and the other one business.

Example 1



Example 2



Activity 3

Notice

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Business people use a range of transport methods when travelling to their destination

Not all business tourists travel first class on trains and airplanes, some do, but many don't.

Explain why business tourists may choose to travel economy class rather than first class when travelling to the place they are going to stay. Give examples to support your answer.

Explain why business tourists may choose to travel economy class rather than first class when travelling to the place they are going to stay. Give examples to support

Age

Tourists are usually categorised by age; from babies to senior citizens.

Would you say tourist destinations are age specific? Why do certain age groups choose one destination over another? What happens when there is a group of mixed ages? These are the sorts of issues you need to understand and appreciate.

Activity 1

Working in pairs or small groups research one of the following UK coastal destinations

- Newquay, Cornwall
- Bournemouth
- Tenby
- Blackpool
- Porthcawl

Create a poster to advertise the destination for a specific tourist age group. Include information such as

- Activities and suitable age specific things to do
- Places to stay, e.g. caravan park, B&B, hotels that are suitable for the age group.

Share your poster with the class.

Activity 2

Ibiza and Zante are destinations that attract many young people because of their club culture, but Ibiza and Zante have much more than clubs to offer and they are destinations that can suit other age groups.

In pairs or small groups research Ibiza or Zante and create a PowerPoint presentation that gives 10 interesting facts about either Ibiza or Zante that shows the destination has much more to offer than just clubbing.

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Think about a destination you would like to visit or perhaps you have already visited.

Explain why you would like to visit your chosen destination or what you enjoyed about the destination. Think about how and what it offered your age group – teenagers.

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Cultural

Tourists visit certain destinations because they want to experience the different culture of the people who live there. This might include the traditions, food or language that influences the general lifestyle.

Socio economic

Socio-economic is the term given to the combination of social and economic factors that may affect or contribute to a person's choice of tourism destination.

The main factors you need to appreciate include

- Availability of time have I got enough holiday time?
- Amount of disposable income can I afford it?
- Personal mobility can I get there and if so what would be the best transport option?

Activity

Notice

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Read the following scenarios, one is an example to guide you. Can you identify the socio-economic factors that might influence the person's decision?

Work in pairs or small groups.

Scenario - example.

Mr and Mrs Williams are planning their holiday for the summer. They have three children and want to go away for a two week holiday. Mr Williams has recently had a promotion as manager at his workplace, and he gets to have a company car. They want to travel to France by car or hire a camper van, which would be great fun for the children.

Model answer.

There are a number of socio-economic factors that I can identify in the scenario.

- 1. They have three children so it won't be a cheap holiday, they will have to save and plan carefully for the holiday.
- 2. Mr Williams has had a promotion which means he will be earning more money,

- this will help a lot with the cost of the holiday.
- 3. Going away for two weeks means Mr Williams will have to take time off from work. If he has already taken time off he might not have enough holiday time left, but if he hasn't he should be ok.

Your turn

Read the scenarios and then try to make 3 observations about the socio-economic factors of each.

Scenario 1



Scenario 2



Scenario 1

David Atkins has been invited to his friend's wedding in Cyprus. His friend wants David to stay for a week in a five star luxury hotel where the wedding will take place. David really wants to go but has recently been made redundant and is looking for a new job.

Scenario 2

Suzie Wan has just landed her first job! She is delighted as it's her dream job in fashion, she will get to travel a lot with her work. Suzie's friends are going to Marbella for a spa weekend, Thursday to Monday and have invited her to come along. Suzie doesn't know how to ask her new boss for time off as she is new to the job, she's also unsure about being able to afford the trip as this is her first job and has had no previous earnings.

Interests

Activity

Notice

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Choose one of the destinations from Activity 1 and explain why your chosen tourist would like to go there. Try to give more than one reason.

E.g. if there had been a choice of going to London and you matched it to a person who loves history your answer might look something like this.

'I have matched a person who loves history to going to London because there is lots of history in London. This type of tourist would really enjoy visiting places like Buckingham Palace, home to the UK's royal family. They might like to visit the Tower of London and Tower Bridge. They can even visit the Natural History Museum and the British Museum. There is plenty for a historian to enjoy in London.

Choose one of the destinations from Activity 1 and explain why your chosen tourist

Putting it all together

You have been learning about different characteristics of tourists and tourist types. Now let's see if you can 'build a tourist'.

Below you will find a series of tourist types. From the images, select suitable items that identify either a leisure or business tourist type. Then move on to build tourists of different ages and from different cultures.

The characteristics of each different tourist type are given below.

Different Types of tourists

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Activity 1

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You will now have the opportunity to demonstrate your understanding of different types of tourist.

Describe your chosen tourist types, giving such information as to

- the tourist's age and gender
- where he or she is going
- with whom he or she will be travelling with, if anyone
- how the tourist will get to the chosen destination
- what he or she will be able to do when at the destination

Tourist 1



Tourist 2



Activity 2

Decide on a destination you would like to visit for a holiday.

- Where would you choose to go? Why?
- What would you need to take away with you if you were going to be a leisure tourist?
- Who would be going with you?
- What do you do in your leisure time at your chosen destination?

Create yourself using a poster to explain the above bullet points.