

Why People Travel

People travel for many different reasons and the travel and tourism industry is about far more than providing holidays for people.

There are three main reasons for travel. These are:

- Leisure tourism
- Visiting friends and relatives
- Business tourism

Most tourist trips can be placed into one of these groups.

Leisure Tourism

Holidays

Many leisure tourism trips are taken where the main purpose is relaxation, rest and enjoyment. Such trips are called ***holidays***.

Most holidays are taken in family groups, couples or with groups of friends. Sometimes, people may choose to go on holiday by themselves to be on their own, or perhaps to meet new friends. The majority of holidays last less than two weeks.



Relaxing on a beach with members of a family is still a very popular form of holiday.

In the 1930's when more ordinary people began taking holidays, nearly every holiday lasted one week and in most cases the holiday started and ended on a Saturday. One reason for this was that people could only afford one week's holiday. Also, there was less paid holiday. Whereas today, many people get three or four weeks of paid holiday a year, before the Second World War many people only had one week of paid holiday, so they could not go away for so long.

However, in recent years, holidays of two and three weeks have become common and some holidays may even last several months. More young people are choosing to travel to Australia, New Zealand and other destinations for several months.

Short breaks of less than one week are becoming increasingly popular as second holidays. Many people now have more leisure time and can afford to go away more than once in a year. People choose to spend 2 or 3 nights away from home on a short break. This may be over a weekend or mid-week. People may find this a way of relaxing without having to pay for a week's holiday. Alternatively, they may not have the time to go on holiday for a week.



Tenby, in Pembrokeshire is a typical seaside town which used to have most of its tourists staying for one or two weeks. Today, more people visit on short breaks.

City breaks are also becoming more common. As their name suggests, a city break is a short holiday of two, three or four nights taken to a city which has a number of tourist attractions and facilities. Two popular destinations for city breaks are the cities of Paris and Barcelona. Both have world-famous attractions and plenty of things for tourists to do. Also, they are both very easy to get to. Tourists from the UK can travel to Paris by air, road or rail, using the **Eurostar** service. Also, tourists can choose to combine a visit to central Paris with a day at the Disney resort as well.

The River Seine is a popular attraction in central Paris.



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Barcelona is a popular short break because a number of airlines offer relatively cheap fares from a number of airports in the UK.



Barcelona has a wide range of attractions which interest many tourists.

Other forms of leisure tourism

There are a number of other reasons why people travel for leisure purposes other than for rest and relaxation. These reasons include:

- **Health and fitness tourism** – such as a cycling tour, rock-climbing trip or a walking holiday
- **Sports tourism** – sports tours can be taken as a spectator, such as a visit to a major sporting event like a Six Nations Rugby International or a motor racing Grand Prix in another country. Or

they can be taken as a competitor, perhaps running in an athletics meeting, which may entail a stay away from home.

- **Health tourism** – going to a different country to have an operation or medical treatment not available or too expensive in the country where the person usually lives. It is quite common for people to travel in order to recover after a period of illness.
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 - **Educational tourism** – school and college visits and foreign language exchanges linked directly to study experiences.
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- Leisure tourism where there is a purpose for a visit, rather than just rest and relaxation, is often referred to as **activity holidays** or **special interest holidays**. In this type of holiday, the people involved spend a large part of their time involved in a particular activity, which may be related to sport, health, culture or nature, such as a bird-watching holiday.

A walking holiday would be a type of activity holiday.



Business Tourism

Many people have to travel in the course of their business life apart from making a regular journey to and from where they normally work. This is called business tourism. It may involve driving to a meeting or flying to another country for a conference.

Business tourism is very important to the travel and tourism industry. Business tourism takes place all through the year and some travel and tourism businesses, such as budget hotel chains, rely heavily on income from business travellers.

Many hotels rely heavily on business visitors during the week.

Leisure travellers are more likely to stay at the weekends.



It is also wrong to think that all business tourists travel in 'business class' on aeroplanes and stay in expensive hotels. All travel involving a stay away from home in connection with someone's job is classed as business travel. This will include workers on a building project, or teachers attending a training course.

Business tourism involves a number of different activities including:

Business meetings – Every day many people travel to business meetings. These may or may not involve a stay away from home.

Many motorway journeys or rail journeys are made by people attending business meetings and hotels close to motorways and railway stations are regularly used for business meetings.



Fast 'inter-city' rail services allow business travellers to attend meetings in cities in different regions of the UK and return home the same day.

Trade fairs – Many industry organisations have annual trade fairs which attract thousands of visitors. Companies pay to have a stand or display at the trade fair to show off their products to customers. Businesses also take the opportunity to talk to each other during the event. The Ideal Home Exhibition is an example of trade fair and the largest event for the travel industry is the World Travel Market which takes place in London each autumn.

Trade fairs, such as a motor trade show, allow companies to talk to each other and show their new products.



Conferences and conventions - A wide range of organisations hold an annual conference or convention which may be attended by hundreds of people, many of whom will need to travel and stay away from home, usually for two or three nights. The political parties in the United Kingdom usually hold their conferences in seaside resorts during autumn. Brighton, Bournemouth and Blackpool are commonly used because of the venues for holding conferences and the resorts have plenty of suitable hotel accommodation available. Generally, conferences are held in the UK and Europe, conventions are held in the USA.

Brighton is a popular location for a conference.



Corporate hospitality – It is common for companies to entertain their guests while they are visiting on business. For example, companies could entertain visitors from overseas by providing tickets for a sporting event. Some companies might hire an executive box at a football or rugby match to entertain their guests who are on a business visit.

Tickets to a rugby match are often used for corporate entertainment.



Business tourism is not all about business! While on a business visit many people will want to take the opportunity to visit the major attractions in a city or area and will build some time for leisure tourism into their visit.

Differences between business travel and leisure travel

There are some important differences between most business and leisure travel.

- More business travellers travel on their own, whereas leisure travellers are more likely to travel in groups.
- More business travel is booked at short notice, whereas most leisure travel is booked some way ahead.
- The business traveller is more likely to work during the journey, whereas leisure travellers are more likely to enjoy the scenery or entertainment on the journey, such as films on an aeroplane.
- More business travel occurs during weekdays, whereas weekend travel is more popular with leisure travellers.
- In the past, business travel was booked through specialist business travel agencies. Although these still exist, business travellers are now more likely to use web based travel companies such as Expedia or Travelocity.
- Business travellers are more likely to be experienced travellers and know their way around airports and other facilities; leisure travellers are more likely to be less sure of where they are going.
- Business travellers do not always travel business class, and some leisure travellers do!
- Business travellers are just as likely to stay in budget hotels such as a Travelodge as they are in an expensive hotel.

Visiting Friends and Relatives (VFR)

Of some 66,000,000 tourism trips to other countries made from the UK in 2015, over 10,000,000 were for visiting friends and relatives. Also, there were many millions of visits made by tourists in this country for family events, celebrations or just spending a weekend visiting.

Family events might include:

- Christenings
- Weddings
- Funerals
- Birthday parties
- Anniversaries

In most cases the tourists return home the same evening, but often they stay overnight. These tourists do not spend as much because they tend not to stay in hotels, but they do spend money on a range of products and services provided by the travel and tourism industry.

They have to travel to the area where their friends or family live; this might involve a flight, car journey or rail travel. They tend to visit attractions while they are on the visit and they may well visit restaurants to eat. They may also use local transport services.

Those people hosting friends and family members are also likely to take part in travel and tourism activities while they have guests staying with them. They may well join their family members on visits to attractions or visit nearby tourist destinations, making use of transport facilities. The families and friends may also eat out together at restaurants.

Families might visit theme parks and other attractions when cousins come to stay.



In-bound, out-bound and domestic tourism

One of the most important ways of putting tourists into groups is to identify **domestic**, **in-bound** and **out-bound** tourists.

Domestic tourism: This involves people taking holidays, short breaks, business trips and day trips within the country they live in.

In-bound (incoming) tourism: This is a form of international tourism. It involves people travelling into a different country from where they usually live for a holiday or other tourism purpose.

Out-bound tourism: This is also international tourism and involves people leaving the country in which they usually live to take a holiday in another country. They may also travel to another country for business reasons or to visit friends and family (VFR).



UK residents visiting Hollywood during a visit to Los Angeles is an example of out-bound tourism.

The popularity of the United Kingdom with in-bound tourists

Why is the United Kingdom so popular with in-bound tourists?
There are lots of reasons, including the ones below:

- There is a wide range of cultural and historic attractions dating from various periods of history.
- London is one of the most important tourist cities in the world with a wide range of international attractions. People are particularly attracted by the heritage associated with the Royal Family. Also, London is one of the world's financial capitals, creating lots of business tourism.

The range of attractions and heritage in London makes the city attractive for in-bound tourists, as well as domestic visitors.



- There is a wide variety of landscapes, ranging from the wild upland areas of Wales to the gentle rolling hills of southern England.

The mountain landscape of Snowdonia is interesting for many in-bound tourists.



- Many towns and villages are seen as being quaint and traditional, so appeal to in-bound tourists.



Tenby is a traditional seaside town in Wales which attracts mainly domestic visitors, but it is also popular with in-bound tourists as well.

- The industrial heritage of the United Kingdom is increasingly seen as being attractive to visitors.

The National Slate Museum in Llanberis is part of the industrial heritage of Wales as well as being an attraction to in-bound tourists.



- The coast of Britain is varied and provides opportunities for a range of tourist activities.



Rhossili Bay on the Gower Coast of South Wales is one of the most spectacular areas of coastline of the UK.

- Stately homes and castles of historic importance attract many visitors. Additionally, some of these have been used for the setting of films in recent years. For instance, the Harry Potter films were made at Alnwick Castle in Northumberland.

Harlech Castle is typical of the castles and stately homes which are tourist attractions.



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- Towns and areas of countryside are associated with world-famous authors. For example, Stratford-upon-Avon is associated with William Shakespeare.

Another reason why the United Kingdom is popular is that the country is generally viewed as a safe destination for in-bound tourists. Also, English is an international language, so North American visitors have confidence in being able to talk to people. Many visitors from European countries are also able to speak English.

Wanting to travel and being able to travel

(Motivating and Enabling factors)

Motivating factors – wanting to travel

Generally, people take part in tourist activities because they want to. They may want to go to a sunny beach to relax, enjoy themselves in a different city, visit their family for a special event or travel to watch their favourite team play in an important match.

Motivating factors are the things which give people the desire to travel and to make choices about the places they wish to visit. So, all of the things listed above are motivational factors. Other people want to go on an educational visit and some want to travel to take part in an adventure activity; these are also motivational factors.



Many people are motivated to visit some of the world's most famous natural attractions, such as the Grand Canyon in the USA.

Some people are motivated to try out the most extreme of theme park rides.



Some people want to visit places of religious interest.

Many tourists like to experience the night life of major cities.





Others prefer a warm sandy beach.

'Wanderlust' is the name which has been given to people's desire to experience different places and cultures. This may be stronger in some people than others. Many people have a list of destinations they would like to see and experience when they get the opportunity. Some young people make a positive choice not to go into a job before they have travelled to exotic destinations such as Asia and New Zealand to experience different cultures and environments.



Travelling to Asia allows people to experience very different environments and culture.

For some people, the desire to travel to warmer climates where hot, sunny conditions can be guaranteed, is a strong motivational factor. This '**sunlust'** is one reason why tourists have left the United Kingdom for Mediterranean resorts each summer, because they are far more likely to have hot, settled, sunny weather in which to relax on a beach or by a hotel pool.

Alternatively, people may be motivated by the need to experience different culture and head towards museums, art galleries and sites of religious interest.

Very often tourists are motivated by the need to relax and to spend quality time with family and friends away from the normal routine of work and home life.



Most people just want to relax and spend time with their family when on holiday.



Other ways of putting tourists into groups

One interesting way of putting tourists into groups in terms of motivation is to identify:

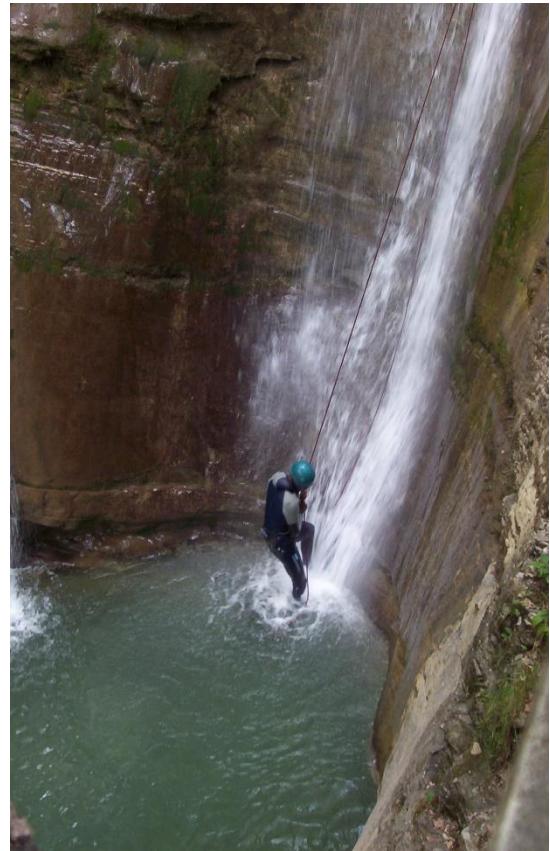
Adrenaline junkies

Beach bums

Culture vultures

Adrenaline junkies – look for adventure and excitement from tourism and want to be climbing mountains, skiing on glaciers, hang-gliding, abseiling, bungee-jumping etc.

Abseiling down a waterfall would appeal to adrenaline junkies.



Culture vultures – enjoy experiencing the local culture, life style and customs of the destination they are visiting. These people are more likely to attempt to learn some words and phrases of the language of the area they are visiting.

Culture vultures would be more likely to buy locally made goods.



Beach bums – enjoy relaxing on a beach or around a hotel swimming pool. They relax by taking things easy and soaking up the sunshine.



*Beach bums
only need a
beach and warm
sunny weather.*

In reality, most people enjoy doing different things on holiday. The travel and tourism industry has to provide the products and services to meet all these needs.

Enabling factors – allowing people to travel

Enabling factors are those which allow people to travel and to go on holiday. The two most important of these are **money** and **time**. In the past, only rich people travelled anywhere and went on holiday. It is only in the last sixty years or so that most people in the United Kingdom have been able to afford a holiday.

As people in the United Kingdom have become wealthier, increasing numbers of people have been able to afford to take longer and more expensive holidays. The same thing is happening today in countries such as India and China with more people travelling to different countries.

At the same time, people in the United Kingdom have more time to travel. The amount of paid holiday provided to many people has increased over recent years. This means that for

many people, two or more tourism trips each year are now common.

Another factor is the fact that **life expectancy** has increased, and people are living longer in retirement. This group of people have plenty of leisure time and many have money from their pensions. Thus, the so-called **grey market** is an important group of people for whom the travel and tourism industry need to provide products and services.



Older people are far more likely to take part in tourist activities these days, than they were in the past.

Another factor which has helped to increase the amount of tourism is that it is now much easier to travel to destinations. This can be seen in two ways.

1. Increasing car ownership

As more people own cars, they are able to use their cars for a range of tourism purposes. These include:

- Driving to an airport before flying to a holiday destination.
- Using a car for a day visit to a seaside resort or countryside area.

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- A touring holiday using a car, possibly in Europe, crossing the English Channel using a car ferry.
- A camping or caravanning holiday using the car to tow a caravan or trailer tent.
- Travelling by car to visit friends and relations.



Many more people can travel into countryside areas to take part in leisure and tourism activities by using their own cars.

2. Better transport

There have been many developments in transport in recent years. These include:

- Travelling from the United Kingdom to Europe using the **Channel Tunnel** by car, or by **Eurostar**.
- More cheap air travel is available to more destinations than ever before.

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- An increasing network of motorways throughout Europe making car and coach travel easier.
- High speed rail links throughout Europe.
- New bridges and tunnels.
- Many cities now have better transport systems such as trams and underground railways.
- Modern transport is far more comfortable than it was in the past.



Low cost airlines such as easyJet have enabled far more people to travel in recent years.

Why People Travel – Summary

We now know that people travel for many different reasons and that travel and tourism involves far more than simply going on an annual holiday. The patterns of tourist trips are very complicated.

- People may make a number of tourist visits to different destinations during a year, other people may only visit one destination.
- Some tourist visits will be for business, some will be to visit their friends and family and others for leisure purposes. Some visits can be for a combination of purposes.
- Some tourist trips will only last one night, others may last a number of weeks or even several months.
- Many tourist trips will use a variety of different methods of transport. For some of these the tourist might be using their own transport and for others they will have to pay for transport.
- Some trips are taken by individuals travelling on their own, others are taken by families and some trips are taken by large groups of people travelling together.
- Many tourists plan what attractions they want to visit in advance, others decide on the day.

Some destinations offer a wide choice of attractions from which to choose.



- Some trips are planned a long time in advance and others are taken at short notice.
- For most tourist trips the schedule is planned and the tourist knows where they will be staying each night. For some trips, accommodation is booked on a day-by-day basis.

B&B accommodation might not be booked in advance.



It is important to understand that the travel and tourism industry operates on every day of the year and that on each day people travelling for a variety of reasons to a wide range of destinations both within the UK and abroad.

Las Vegas receives many millions of visitors each year. Not only do these people visit the casinos but they can enjoy a range of entertainment and attractions. Las Vegas is also an important destination for business tourists.



The reason why a person makes a tourism trip may make a difference to:

- The length of time the person stays away from home
- The method of travel used
- The purpose of the visit
- Booking patterns
- Spending patterns.

The length of stay

Generally, business travel involves shorter lengths of stay than leisure travel. Most business travellers would prefer not to be away from home more than they need to be. A lot of business trips last less than three nights and many are for only one night.

Leisure travellers on their annual holiday may well be away from home for at least one week and possibly for two weeks. Some holidays are taken as **short breaks** lasting only two or three nights. Young people might also take a **gap year** holiday which lasts several months.

The USA is a popular destination for young people on back-packing holidays.



Many trips involving visiting friends and relatives may last only one night or may take place over a weekend for a family

event. It might also be that a young person could stay with their cousins for a longer period in a school holiday.

Method of travel

For some tourist trips, efficient transport to the destination is an important consideration. For other trips, the journey is an important part of the enjoyment of the holiday.

A coach tour is very enjoyable for some types of tourists.



Generally, business travellers want to get to their destination by the most efficient form of transport and might be prepared to pay extra to get to the destination in more comfort or at the most convenient times. By no means all business travellers travel business class, but for those who are prepared to pay more, a higher level of comfort is provided.

Also, business travellers also have to travel at peak times and therefore can expect to pay more. Many rail journeys as well as flights are more expensive at peak times. Also, motorways are also busy at peak times as well, so business travellers are likely to be affected by congestion.

Leisure travellers often, but not always, have more choice when they travel. This means that they can choose to travel when the flights are not as expensive, or the motorways are not crowded. However, families with school age children do tend to have to take their main holiday in August, which is a peak time.

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Leisure travellers may also consider which is the cheapest method of travel and may well rely on private cars.



Having the use of a car or motorhome gives tourists a lot more choice in terms of where they go and what they do.

Purpose of visit

Some tourist trips take place for a very specific purpose and some have a range of purposes. Many business trips are taken simply to attend a meeting, after which the tourist returns home. Business trips are also taken to conferences and exhibitions. Sometimes, the business traveller may extend their visit to take part in leisure activities. Therefore, the primary purpose of the visit will be business, but the secondary purpose would be leisure.

Some leisure tourism also takes place for a specific purpose. Examples of this would include:

- People travelling to watch a football or rugby match
- People travelling to take part in a sporting event
- People travelling to enjoy a particular activity

- People travelling to visit a specific attraction
- People travelling for a family celebration



People might travel specifically to visit a theme park.

Tourists also might take part in a trip that has a number of activities. They might relax by a swimming pool, visit local attractions, enjoy entertainment or explore the local culture.

Many visits to friends and family have a specific purpose. Often this is for a family event or celebration such as a wedding or birthday.

Booking patterns

Generally, it is the case that leisure travel is booked a long way in advance and business travel tends to be booked at short notice, but this is not always the case. Families often need to make bookings for holidays months in advance to get the best deals at the time when they are able to travel. Also, leisure travellers using budget airlines tend to book well in advance to get the cheapest prices.

More business travel is booked for meetings and other purposes at short notice as the need arises.

Visits to family and friends also tend to be planned and booked well in advance, but emergencies such as accidents and illness may mean that travel needs to be booked at short notice.

Spending patterns

Different types of tourists will spend money in different amounts of money. Some tourists can afford to travel first class and stay at the most expensive hotels. The amount of money that tourists have to spend on a trip or holiday is called a **budget**.



Some tourists want to stay in expensive hotels such as the Hotel de Paris in Monte Carlo.

As important feature of the travel and tourism industry is that it provides for all types of tourists. So, in most destinations there is a range of accommodation, attractions and entertainment to suit people on all budgets.

Accommodation can vary from hostels costing a few pounds per night to very expensive hotels costing far more. Some tourists might be happy to spend a few pounds on a meal, or even self-cater, while others would prefer to go to the most expensive restaurants. Likewise, tourists on a tight budget might choose to go to free attractions while others will be prepared to spend money on more expensive attractions and entertainment.

Generally, business travellers spend more on accommodation than leisure travellers, although this is not always the case. Very often, the money the business traveller spends on

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accommodation, is paid for by the company they are working for.

For some tourists, who are travelling to see a particular event, the cost of that event might be very expensive. Examples would be rugby fans travelling to watch a Six Nations match, or music fans going to the Glastonbury festival. Other events which tourists visit, might be free.

It is important to understand that different tourists spend different amounts of money on accommodation, activities and events, according to their budget. The travel and tourism industry has to provide products and services for all types of tourists but not everybody can afford the most expensive tourism products.

A day at a theme park, like Legoland, can be very expensive for a family.

