

The Tourism Network's Introductory Guide to UK Tourism

An introductory guide to UK Tourism

Tourism. A fun industry. One that initially appears to be very simple and straight-forward. But look a little deeper and you quickly realise it's made up of a myriad of different sectors, sub-sectors and organisations, often proud bearers of mysterious acronyms. And to make it even harder, they seem to change daily.

This brief guide is designed to help you get to grips with who's who, what the important issues are, and where to go for more information. Feel free to pass it on to anyone you know who could benefit.

The Tourism Network decided to develop this brief guide after we read the results of our extensive UK tourism industry survey (see www.tourismconsultation.com for more details). One of the most frequently made comments was "we don't know what's happening any more, we don't know who all these new organisations are, and we haven't a clue where to go for help". This guide and all our services respond to these comments - we're here to make your job easier and bring back some of the fun that encouraged us to join the industry in the first place. This guide is just the start.

Tell us what you want - we'll try to provide it and if we can't, we'll tell you who can. If you have any ideas about services that could make your job easier and more enjoyable - please email susan@tourismnetwork.org.

Tourism: what is it?

There have been many attempts to define tourism. One of the most enduring definitions is that used by the Tourism Society: *'the temporary short term movement of people to destinations outside places where they normally live & work, & their activities during their stay at these destinations'*.

It is easy to refer to 'tourists' as if they were an anonymous mass of people, but of course there are many different types of tourist, each with different needs and motivations.

See outlines of key market segments and how to reach them on www.tourismknowledge.com/segments.htm

Tourists can be people from overseas. They can be from this country. They might also be from your town, taking time to visit places they don't normally see. Some people prefer to use the term "visitors" because it's considered more inclusive.

Tourism: what's involved?

Tourism includes many different sub sectors: accommodation providers from five star hotels to bed and breakfasts and camping sites; restaurants, pubs, bars and catering; museums, arts and heritage attractions, museums & zoos; theme parks, cinemas and sporting facilities; tour operators & ground handlers; coach, bus

The Tourism Network's Introductory Guide to UK Tourism

and taxi companies as well as business tourism such as conferences, meetings and exhibitions.

Tourism: not just fun - a major industry

Tourism is not just a great industry to work in, but also a key one economically. The tourism industry in the UK is worth around £76 billion, more than 4 % of the UK's Gross Domestic Product. It employs 2.1 million people, or almost 7.5% of the working population. Approximately 1 in 5 of all new jobs created will be in tourism.

The latest year for which statistics are available is 2002, when 23.9 million overseas visitors came to the UK, spending £11.9 billion. A staggering amount, considering that 2002 was a "bad year" for tourism!

The top five overseas markets for the UK in terms of visitor numbers in 2002 were: USA (3,653,000); France (2,959,000); Germany (2,508,000); the Irish Republic (2,315,000) and the Netherlands (1,348,000).

In terms of visitor spend, the top five overseas markets were: USA, Germany, France, Irish Republic and Australia.

The average overseas visitor stays in the UK for 8 nights and spends £481 per visit or £58 per day. 30% of all overseas tourism expenditure is spent on accommodation. The rest is spent on

shopping (26%), eating out (21%), travel within the UK (9.2%) and entertainment including visits to attractions (2.9%).

The most popular reasons to visit the UK are: holidays (32%); business trips (30%) and VFR (26%). 71% of all visits to the UK from overseas in 2002 were by air.

Domestic tourism is even more valuable and important. It is believed that expenditure in the UK by domestic tourists (people from the UK visiting other areas of the UK) was around £61 billion in 2002.

In 2002 UK residents took: 101.7 million holidays of one night or more. They made 23.3 million overnight business trips; and 39.6 million overnight trips to friends and relatives. Visits to friends & relatives (VFR) account for 24% of all domestic trips.

Download a free case study on the importance of the VFR (Visits to Friends and Relatives) market with some ideas to target it on www.tourismknowledge.com/publications.htm

The most popular activities on domestic holiday trips were: visiting heritage sites (29%); walking 2 miles or over (27%); swimming (22%); visiting artistic or heritage exhibits (22%) and watching performing arts (21%).

The Tourism Network's Introductory Guide to UK Tourism

Business tourism is also key to the economy. In 2002 an estimated 1.5 million conferences and meetings involving 8 or more delegates took place in UK venues.

Sources: UK Tourism Survey; Survey of Visits to Visitor Attractions; British Conference Venues Survey; International Passenger Survey.

There are more facts and figures on the national tourist board's research site at www.staruk.org.uk or on the VisitBritain tourism trade site at <http://www3.visitbritain.com/corporate/links/visitbritain/tips.htm>

Tourism: the government's perspective

The government has decided that tourism is important. Not so important that it makes huge budgets available for tourism promotion and quality developments but it does recognise that the tourism industry was negatively affected after 9/11 and Foot & Mouth Disease. The government recognises the economic importance of tourism and sees it as a job creator, regenerator of areas where there are perhaps few other jobs and useful to improve the quality of life for everyone.

The main government department responsible for tourism is the Department of Culture, Media and Sport (DCMS). Some people believe that "Tourism" should be added to the Department's name since it is at least as important as media and sport. Others

think that tourism should fall within the remit of the Department of Trade and Industry. These are just two of the issues raised whenever anyone debates government support for tourism - together of course with the need for increased funding for VisitBritain and the industry in general.

DCMS recently published "Tomorrow's Tourism Today", outlining its plans for action and key partners. In addition to developing support for the tourism industry across all government departments, the four main priorities agreed by the DCMS and the tourism industry are improvements to

- marketing and e-tourism
- product quality
- workforce skills
- data

"Tomorrow's Tourism Today" is available to download http://www.culture.gov.uk/global/publications/archive_2004/tomorrowstourismtoday.htm.

For more information about how the government views tourism and what it does to support it, visit the Department of Culture, Media & Sport's website www.culture.gov.uk.

The Tourism Network's Introductory Guide to UK Tourism

Tourism: the local government perspective

Views among local authorities about the importance of tourism vary enormously. Many see it as an economic regenerator and an important local employer. Some of the most supportive local authorities are the ones in areas that not everyone would associate with tourism.

For example, five years ago few people would have considered the London Borough of Tower Hamlets a tourist destination. Thanks to massive regeneration and thoughtful tourism promotion, "London's Eastside" is now a popular destination and tourism-related venues, restaurants, attractions and retailers have become important employers.

Download free case studies about tourism and regeneration on www.tourismknowledge.com/publications.htm.

However, some local authorities also see tourism quite negatively. As far as they are concerned it costs them money in terms of additional refuse collection, visitor management, street cleaning and so on. They believe that local residents may resent the regular influx of visitors so tourism could be a "vote loser".

About a year ago some research was conducted into the opinions of residents living in what are considered "tourist areas" to see how they viewed tourism. Interestingly one of the main outcomes

was that the majority of residents viewed tourism as being beneficial to them. They recognised that many local people are employed in tourism-related areas, felt that the influx of visitors made their area feel more vibrant and believed that they also personally benefited from having so many extra facilities.

It must be remembered that tourism is a non-statutory service for local authorities. They are not obliged to invest in tourism and given the enormous pressures on budgets, many local authorities are starting to withdraw their financial support for tourism, despite the benefits that tourism can bring.

Some time ago, the Local Government Association (LGA) published a position statement about the Role of Local Authorities in Tourism. It can be downloaded from <http://www.lga.gov.uk/OurWork.asp?lsection=59&ccat=413>. The www.lga.gov.uk has a number of other useful discussion documents and publications relating to tourism.

While tourism can be used as a tool for regeneration and social inclusion, if not properly managed, it may also have some negative impacts.

The Tourism Management Institute (TMI) encourages its members and anyone involved in tourism development and marketing to take a more sustainable approach. The TMI's Destination Management Handbook is an excellent guide and free to members of the TMI.

The Tourism Network's Introductory Guide to UK Tourism

For details of the Tourism Management Institute and their activities visit www.tmi.org.uk.

The Tourism Society also has a nationwide programme of discussion meetings where subjects such as the impact of tourism, trends and tourism policies are discussed - see www.tourismsociety.org

Tourism: measuring its impact

Measuring the local impact of tourism is notoriously complex. Some-one likened it to trying to put together a jigsaw puzzle without an obvious pattern and with several pieces missing. However, without accurate measurement it's unlikely that there will be continued injections of public funds. Success needs to be measured somehow.

We also need to work out exactly how many people and businesses benefit from the *multiplier effect* - the way that the original sums of money spent by visitors are worth more than their face value.

For example, a visitor staying in a small guest house pays their host who then goes out and spends some of that money in local shops, so local shop owners and workers indirectly benefit from the visitor even if they never see them. This is the multiplier effect.

Find out more about measuring the local impact of tourism from the LGA website and their report written in 2002

<http://www.lga.gov.uk/Publication.asp?lsection=0&ccat=28&id=SXCB9C-A780F9E0>.

There has recently been a Review of National Tourism Statistics - download it from

http://www.culture.gov.uk/global/publications/archive_2004/Review_Tourism_Statistics.htm

Tourism Satellite Accounts take into account consumption of all goods and services by visitors to an area so recognise the broader contribution of tourism outside hotels etc. The UK Tourism Satellite Accounting First Steps Project Report has just been published and looks at this concept in more detail. You can find it on

http://www.culture.gov.uk/global/research/statistics_ouputs/uk_tsa_fsp.htm

The Tourism Network's Introductory Guide to UK Tourism

Structure of the UK industry

The structure of the statutory tourist boards has recently changed, along with some of the names of the organisations.

VisitBritain - now promoting to both overseas & domestic visitors

VisitBritain is the new organisation, created on 1 April 2003 formed by the merger of the British Tourist Authority and the English Tourism Council. Its mission is to build the value of tourism by creating world class destination brands and marketing campaigns. It is now responsible for promoting to both overseas and domestic visitors. This is an important change, as it means that for the first time in many years a national tourist board now has direct responsibility and funds to promote England to UK residents.

VisitBritain also works in partnership with the national tourist boards in Northern Ireland, Scotland and Wales to promote an attractive image of Britain. It is funded by the Department for Culture, Media and Sport and by its tourism partners.

VisitBritain operates a network of over 20 overseas offices, some of which are in emerging and new markets like Poland, Russia, China & Korea. Approximately 60% of VisitBritain's staff is based overseas with the remainder at its head office in Hammersmith, London.

VisitBritain aims to grow UK tourism from £76bn in 2002 to over £100 bn in 2010, with better seasonal and regional spread. It is doing this in several ways:

- making domestic holidays more attractive and easier to book;
- developing e-tourism platforms to meet customer and industry needs;
- investing in new overseas markets such as China and Russia; using coherent national branding in all markets.

VisitBritain is now also keener than ever before to involve a wider range of tourism companies, large and small, in its plans and activities.

VisitBritain has several websites. www.VisitBritain.com is its consumer-facing website with numerous "gateway" sites for overseas' visitors. www.VisitEngland.com is the equivalent site to promote England to domestic visitors.

The corporate website www.VisitBritain.org includes information about VisitBritain as an organisation, its aims, plans, and staff. Their UK tourism industry site www.VisitBritain.org/ukindustry is full of useful information about how you can get involved in VisitBritain's activities, market profiles, marketing opportunities and is also the place to go to sign up for VisitBritain's free industry newsletters.

The Tourism Network's Introductory Guide to UK Tourism

The England Marketing Advisory Board (EMAB) has been created to oversee the creation, development, promotion and implementation of a marketing strategy for England. The English Tourism Council no longer exists.

Continuing changes in the English Regions

One of the biggest changes in domestic tourism is that **Regional Development Agencies (RDAs)** have been given the strategic lead for tourism in the regions. The funding which previously went to the **Regional Tourist Boards (RTB's)** via the English Tourism Council is now being channelled via the RDAs. This also means that the RDAs are responsible for ensuring that appropriate tourism delivery structures are in place in each area.

As part of these changes, the RDAs in each English region have reviewed the work of their RTB's. In some cases this has led to some relatively minor re-organisation but continued existence of the RTB whereas in other regions there have been some more radical changes. Some RTB's have disappeared completely, others have merged and some have been reinvented with changed responsibilities.

In some regions Regional Tourist Boards have been either replaced or supplemented by **Destination Marketing Organisations (DMOs)**. DMOs are effectively marketing consortia, with some public funding. Each of them will have a slightly different make-up, membership and activities. Many DMOs are still being formed so it is too early to comment on their success. One of the real

advantages of DMOs is that they generally cover a smaller area than regional tourist boards so will find it easier to cater to the needs of local businesses.

The downside to all this is that no-one (except perhaps VisitBritain) really has an overview of exactly what is happening where and it's difficult to keep up to date.

National co-ordination is more difficult. There will inevitably be areas where businesses feel that whatever its faults, the "old" RTB system was at least relatively easy to understand. Change, or at least review, was certainly necessary to take account of emerging issues and funding. The question is how much change was necessary to make improvements and how much change is simply generated by consultants justifying their existence? And when a consultant asks that question, you know it's gone too far! So far we've found that many of the businesses that were meant to benefit are simply confused. We hope once the fog clears the benefits will become clearer.

In areas like London where the main changes took place some time ago, businesses are now gradually realising what they mean. But all this does take time even if in the long run the changes are beneficial.

In such uncertain times, any description of what is happening where would quickly become out of date. We've taken the easy way out - offering links to the relevant websites for each region so

The Tourism Network's Introductory Guide to UK Tourism

you can check out the latest developments for yourself. Many of these websites include copies of the regional tourism strategies.

There's a very brief description of what's happening in each RDA/RTB area on www.tourismknowledge.com/issues.htm.

The following are the home pages of the RDA websites. We suggest that if you search within the sites for "tourism" you'll quickly find a host of strategies and reports.

Northwest Regional Development Agency www.nwda.co.uk
Yorkshire Forward www.yorkshire-forward.com;
One North East www.onenortheast.co.uk;
Advantage West Midlands www.advantagewm.co.uk;
East Midlands Development Agency www.emda.org.uk;
East of England Development Agency www.eeda.org.uk;
South East England Development Agency www.seeda.co.uk;
South West Development Agency www.southwestrda.org.uk
London Development Agency - www.lda.gov.uk

The final page of this short guide has a simplified guide of the new tourism structure.

Some stability in London

One of the first regions to make changes was London, where the situation is now more settled. London's position is slightly

different to that of the regions. London not only has a RDA but also a Mayor and the Greater London Assembly. As well as being the capital city, London also plays an important role as a gateway city. If we attract more visitors to London, they could in theory be persuaded to visit other areas of the UK.

The Mayor of London, Ken Livingstone was elected in 2000 and again in 2004. He delegated his responsibility for tourism to the London Development Agency (LDA). The LDA conducted an extensive review of all tourism activities in London including those of the London Tourist Board and subsequently launched the Mayor's Tourism Strategy and Action Plan, nominating the newly created VisitLondon (in essence a rejuvenated London Tourist Board with some different staff, more funding and activities limited to marketing) as its key delivery partner.

The LDA recently appointed Sub Regional Tourism Managers to represent each of London's five regions, North, South, East, West and Central. Other organisations such as Business Link for London and London Learning and Skills Council will take the lead for business support, quality improvements and skills initiatives.

Tourism skills and business support

There is now a new body to add to the list of important tourism related organisations - People 1st, the new Sector Skills Council for the hospitality, leisure, travel and tourism industry. Their role is to be the voice of this industry, representing employers' views on skills issues, helping to direct existing government and industry

The Tourism Network's Introductory Guide to UK Tourism

funding where it will do most good, developing the right standards for qualifications, producing information on skills to help businesses, and signposting and promoting the most suitable training and training providers.

People 1st's mission for the next five years is to have an impact on increased completion rates for qualifications and learning programmes, investment in training, employee skills levels, productivity levels and reduced staff turnover.

The Learning and Skills Council is responsible for funding and promoting education and training for the over 16s and also sees tourism as a key industry and is increasingly working with the industry to ensure it gets the training it needs.

Business Link provides advice and business support, much of which is generic and aimed at any small - medium enterprise employing less than 250 employees. Business Link is increasingly trying to develop services specifically for the tourism industry to counteract comments that its advice is not relevant to this industry.

For more information on skills and business support:
www.people1st.co.uk - this website is currently being updated so you might also try the previous site
www.htf.org.uk (Hospitality Training Foundation)
www.lsc.gov.uk Learning & Skills Council
www.businesslink.gov.uk Business Link.

Important trends and issues

These are just some of the trends and issues that will affect the future of the tourism industry. We'll be looking at more of them in our forthcoming *Tourism Network Handbook*.

Changes in leisure time: Some people are working longer hours than ever before, some are "cash rich and time poor"; some people are retiring earlier with more disposable income, others fear they won't be able to retire until much later than planned; some have longer holiday entitlements - but not everyone takes their full holiday. Leisure time is an important determinant of holiday and short break taking.

Aging population: Over the next 10 years there will be a large increase in the number of people in Britain aged 65 or over - by the year 2015 they will outnumber the under 16s for the first time. This older population is likely to be more active, in better health and with higher disposable income than previous generations.

Increase in short break taking: partly as a result of the pressure on time, growth of the "cash rich, time poor" sector, huge range of low cost airlines and developing tourism destinations close to home. There's an increasing tendency to use short breaks as a chance to learn new skills or sample new activities. Activity holidays are likely to increase in popularity.

The Tourism Network's Introductory Guide to UK Tourism

Increased segmentation: not everyone wants a traditional city break or sun, sea, sand holiday. There are many different motivations for going on holiday or taking a short break and consumers are becoming more demanding. There are already packages which focus on sports tourism, health spas and relaxation, food and drink, heritage and films. There is likely to be demand for an ever increasing range of different types of holiday.

Sustainable tourism: There is a growing awareness of the impact of visitors on host destinations. Sustainability and ethical considerations will be increasingly important.

Changes in the way we book our holidays and short breaks: One of the most dramatic changes in tourism has been the increase in independent-holiday taking. Many people will continue to book packages with established tour operators but as they become more confident and adventurous they will make their travel arrangements directly with airlines and hotels, instead of turning to High Street travel agents.

Increased awareness of the needs of disabled people: The final stage of the Disability Discrimination Act is now in force so it is not only illegal to ignore this important segment but more tourism providers are likely to realise the economic and social benefits of targeting disabled people.

Increased demand for improved quality: consumers are becoming more discerning, demanding better quality. VisitBritain

and others are working to remove some of the confusion about accommodation grading systems in order to make them easier to understand.

Glossary of Tourism Industry Terminology

The tourism industry is notorious for its range of acronyms and jargon - here's an initial list to demystify some of it. Please do send us any you think we should include in a later version or on the www.tourismknowledge.com website.

Above the line promotion Traditionally used to mean commission based advertising such as TV, radio, posters, and press.

Activity Holidays One of the fastest growing sectors of tourism, ranging from relatively leisurely activities such as walking to mountaineering and more extreme sports

Allocation A block booking of hotel rooms or airline seats by an operator or agent who can then call on that allocation without having to keep re-checking availability with the hotel or airline, until a specified release date

Below the line promotion Traditionally used to mean print based promotional activities for which commission is not paid such as brochures and direct mail. Below the line promotion generally seeks to build a relationship with the consumer

The Tourism Network's Introductory Guide to UK Tourism

Benchmarking Process of comparing performance and activities among similar organizations either against an agreed standard or against those that are recognized as being among the best

Business Travel Travel for commerce rather than pleasure

Convention or Conference Bureau Usually a publicly funded organisation charged with the promotion of a town or region for conferences, meetings and exhibitions.

Confidential Tariff Discounted prices quoted to wholesalers, tour operators and travel agents, distributed in confidence and not published for public use.

Consolidator A company or individual that brings together different groups of people on air charters or at group rates on scheduled flights to increase sales, earn override commissions or reduce the possibility of tour cancellations.

Day visitors Visitors who arrive and leave the same day, irrespective of why they are travelling

Destination Management Company (DMC) Company that handles all bookings and arrangements for tours or conferences in a specific destination. Tour operators or conference planners are likely to use the services of a DMC because of their specialist local knowledge.

Destination Marketing Organisation (DMO) Company or consortia (often a public/private partnership) responsible for the promotion of a specific area or town. DMOs are becoming increasingly popular in the UK

Domestic Tourism UK residents travelling within the country itself

Dwell time Length of time visitors spend at an attraction. Dwell time is often taken into consideration when setting admission fees as a way of ensuring value for money

Ecotourism Defined by The International Ecotourism Society as 'responsible travel to natural areas that conserves the environment and sustains the well-being of local people'.

Familiarisation or fam. trip Free or reduced rate trip, usually for tour operators, travel agents or journalists so they can experience a destination or tourism product first hand and then promote it

Ground operator or ground handler Company making all arrangements for incoming groups or travellers from overseas, from the moment they arrive in the UK (or other destination) to the moment they leave the country. This may include anything from accommodation booking to arranging sightseeing tours

Incentive tour/trip Once in a life time experience or trip, usually offered to either stimulate sales staff to sell more or as a reward for increased sales activity

The Tourism Network's Introductory Guide to UK Tourism

Incoming or Inbound Tourism Refers to visitors from other countries coming to the UK

Incoming tour operator Incoming tour operators essentially offer the same services as ground handlers although they are more likely to offer their own programmes and not just react to clients' demands

Leisure tourist/visitor Travelling for pleasure not business, including those who travel in order to visit friends and relatives

Length of stay No of nights spent in one destination. Most tourist boards seek to find ways of increasing visitors' length of stay

MICE Umbrella term to refer to several aspects of business tourism: Meetings Incentives Conventions and Exhibitions

Net Rate The price for hotel rooms, car hire or other products before they are "marked up" with an additional margin for profit for sale to the public

Occupancy rate Refers to the number of rooms or beds occupied by guests on any given date, usually presented as a percentage. Because accommodation is perishable (i.e. if rooms are unsold on the 1st December, there won't be another chance to sell them), high occupancy rates are essential to profitability

Package Tour A travel product (often sold by travel agents or direct "off the page") with an inclusive price covering the

different elements of the trip e.g. transport to the destination, accommodation, catering and perhaps some sightseeing activities.

Pax Short hand for passengers

Rack Rate The official rate advertised by a hotel or other tourism provider. This is the "rate across the counter" i.e. the one offered to the public, before any discounts are applied

Sustainable tourism According to the World Tourism Organisation, this is "envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled with maintaining cultural integrity, essential ecological processes, biological diversity, and life support systems."

Yield management A practise pioneered by airlines and now used by accommodation providers and other tourism suppliers to maximise revenue by raising or lowering prices according to demand

VFR An important segment in tourism although often ignored, VFR stands for Visiting Friends and Relatives

Wholesaler A company that doesn't sell to the public but through travel agents and particularly tour and coach operators. They generally rely on low margin, mass market products

The Tourism Network's Introductory Guide to UK Tourism

Key Tourism Industry Organisations

ABTA	Association of British Travel Agents	MICE	Meetings Incentives Conventions and Exhibitions
ALVA	Association of Leading Visitor Attractions	NTB	National Tourist Board
ACE	Association for Conferences and Events	TIC	Tourist Information Centre.
ALG	Association of London Government	TMI	Tourism Management Institute
AONB	Area of Outstanding Natural Beauty	TfL	Transport for London
BALPA	British Association of Leisure Parks, Piers and Attractions	VFR	Visiting Friends and Relatives
		WTO	World Tourism Organisation
		WTTC	World Travel and Tourism Council
BHA	British Hospitality Association		
BITOA	British Incoming Tour Operators' Association		
BII	British Institute of Innkeeping		
BRA	British Resorts Association		
CCC	The Camping and Caravanning Club		
CBI	Confederation of British Industry		
DCMS	Department for Culture, Media & Sport		
DTI	Department of Trade & Industry		
EETB	East of England Tourist Board		
EMDA	East Midlands Development Agency		
GLA	Greater London Authority		
HHA	Historic Houses Association		
HMCE	HM Customs & Excise		
HCIMA	Hotel and Catering International Management Association		
IATA	International Air Transport Association		
ILAM	Institute of Leisure and Amenity Management		
ITG	Institute of Tourist Guiding		
ITT	Institute of Travel and Tourism		
LDA	London Development Agency		

Association of British Travel Agents (ABTA)

The UK's largest travel trade organisation, representing more than 2,200 agents and tour operators. www.abta.com

Association for Conferences and Events

The largest membership organisation in the meetings industry based in the UK. www.martex.co.uk/ace

Association of Independent Museums

Founded to represent the needs of independent museums in national policy making and provide a network of information and help for members. www.museums.org.uk

Association of Leading Visitor Attractions (ALVA)

ALVA represents the views and achievements of the country's foremost visitor attractions, promoting co-operation and high standards of visitor management among its members.

www.alva.org.uk

The Tourism Network's Introductory Guide to UK Tourism

The Association of London Government

Think tank and lobbying organisation, committed to getting the best possible deal for London's 33 councils. www.alg.gov.uk

The British Beer and Pub Association

www.beerandpub.com

British Association of Leisure Parks, Piers and Attractions

BALPPA represent leisure, theme and amusement parks and piers throughout the UK. www.balppa.org

British Holiday and Home Parks Association

BH & HPA is the representative body of the parks industry including caravans, chalets, tents and all types of self-catering park accommodation. www.ukparks.com

British Hospitality Association

The BHA is the largest and most influential trade association in the hotel and catering sector and has some 22,000 members. Its hotel membership is drawn mainly from the middle and upper end of the market. www.bha-online.org.uk

British Incoming Tour Operators' Association

Trade body for the inbound tourism industry, representing tour operators and their suppliers www.bitoa.co.uk

British Institute of Innkeeping

The BII is the professional body for the licensed trade, promoting high standards of professionalism throughout the licensed retail sector. www.bii.org.uk

British Resorts Association

Represents the interest of resorts throughout the UK, including both seaside and inland resorts. www.britishresorts.co.uk

Business Link

National business support, advice and information service funded by the Department of Trade and Industry. www.businesslink.gov.uk

The Camping and Caravanning Club (CCC)

One of the largest clubs in the world and the second largest operator of campsites in the world. www.campingandcaravanningclub.co.uk

The Caravan Club

Represents the interests of over 800,000 caravanners with a nationwide network of quality sites www.caravanclub.co.uk

Confederation of British Industry

Promotes the contribution that British business makes and works to ensure that the needs of British business are met www.cbi.org.uk

The Tourism Network's Introductory Guide to UK Tourism

Department for Culture, Media & Sport

The government department responsible for tourism

www.culture.gov.uk

English Association of Self-Catering Operators

Trade body for operators of self-catering holiday flats, apartments etc. www.englishselfcatering.co.uk

Foreign & Commonwealth Office

www.fc.gov.uk

Historic Houses Association

The HHA provides advice, liaison and services to historic country houses and gardens in private ownership in the UK, approximately 300 of which are open to the public on a regular basis.

www.hha.org.uk

HM Customs & Excise

www.hmce.gov.uk

Home Office

www.homeoffice.gov.uk

Hotel and Catering International Management Association (HCIMA)

Professional body for managers and potential managers in the hospitality industry, covering hotels, contract catering, restaurants and pubs to hospitals, schools and armed forces catering. www.hcima.org.uk

International Air Transport Association (IATA)

IATA brings together approximately 270 airlines, comprising more than 98 percent of all international scheduled air traffic.

www.iata.org

Institute of Leisure and Amenity Management (ILAM)

Membership organisation representing managers of local authority leisure and recreation facilities to develop professionalism in leisure management. www.ilam.co.uk

Institute of Tourist Guiding

The standard setting body for the whole of the tourist guiding sector. www.itg.org.uk

Institute of Travel and Tourism

The professional body for the travel and tourism industry offering membership to appropriately qualified individuals. www.itt.co.uk

Pilgrims' Association

Helps Cathedrals, Abbeys, Chapels and Churches to meet the needs of tourists, visitors and pilgrims. www.cathedrals.org.uk

Restaurant Association

The Restaurant Association is the voice for the industry on regulatory issues and government initiatives where appropriate.

www.restaurant.org

The Tourism Network's Introductory Guide to UK Tourism

Tourism Alliance

Members of the Tourism Alliance comprise leading trade associations and trade bodies within the sector. Its main purpose is to lobby Government on the key strategic issues facing the industry. www.tourismalliance.com

Tourism Management Institute

Membership organisation for tourism officers from local authorities, regional and national tourist organisations and other companies involved in tourism www.tmi.org.uk

The Tourism Network

A not-for-profit industry support agency offering training, networking opportunities and consultancy for tourism professionals in the UK, aimed at making their job easier and more fun. www.tourismnetwork.org

Tourism Society

Membership body that aims to promote and enhance professionalism in tourism. Tourism-related training meetings held throughout the year. www.tourismsociety.org

Transport for London (TfL)

The integrated body responsible for the capital's transport system, implementing the Mayor's Transport Strategy for London. www.transportforlondon.gov.uk

VisitBritain

VisitBritain is the new organisation, created on 1 April, 2003, to market Britain to the rest of the world and England to the British. Formed by the merger of the British Tourist Authority and the English Tourism Council, its mission is to build the value of tourism by creating world-class destination brands and marketing campaigns. www.visitbritain.org/ukindustry

© Susan Briggs 2004. Please note that the information in this short guide is provided in good faith and every effort has been made to ensure its accuracy. The Tourism Network regrets that it can not accept any liability for any error or misrepresentation.

The Tourism Network is a not-for-profit industry support agency - here to make your work life easier and more fun. We offer training, advice and networking opportunities for tourism professionals in the UK.

Coming Soon - The Tourism Network Handbook

This is only an introductory guide to UK tourism so we are certain to have missed out all kinds of key information. The Tourism Network is planning to publish an extensive Handbook about UK Tourism, key trends and issues in early 2005. Please do send your ideas for what you'd like us to include - write to susan@tourismnetwork.org. We're also looking for sponsors and advertisers for the Handbook - we can guarantee great distribution so if you have any spare cash, please get in touch!

The Tourism Network's Introductory Guide to UK Tourism

