

Uk Tourism and Leisure industry

The task is to widen the knowledge of a specific region in the UK. Introducing general tourism, impacts, issues, growth, and critical insight. Public, private and voluntary are going to be included. The industry keeps growing every year and in 2021 there were “7,7 million inbound visitors” who want to experience different things and see different parts of the world. People have a higher demand for a more unique way to live. For example, many people would rather stay in a treehouse hotel in the UK than go on a package holiday to Spain every year. People are looking for different experiences every day. They all want that “Instagram post” and are willing to pay at any cost.

In 1950 Vladimir Raitz planned a package holiday for 11 people to travel to Corsica for £32.50 but once the people got there they were sleeping on the beach in tents. This was the first-ever package holiday. This was 1950 and 71 years later, they have a space tourism travel agency so people can go to space on holidays. As it states in the article of Euronews.travel by Garbert (2021).

We have numerous attractions in the UK. Which is what drives people to come and visit. To have a great experience with what the UK offers as a whole. The UK is great at keeping track of the changing trends and demand for consumers. Such as in London everyone that visited about five years ago would have to go and visit the London Eye but the consumer needs and wants have changed and now they would rather have a meal in the sky. But then for the elderly, their consumer behavior might not have changed and they are still going on the London Eye. This is how they would still be making money. Madame Tussauds has grown as a business over the past year by adding more famous people into the studios. Before the business started, there would have had to be a group of people to start. They would be called human resources to make sure what they are investing will work. They would have to make sure all the marketing is correct to be able to sell at the best ability. Also knowing if any needs have changed or stayed the same but it is a place where people only go once unless there is a new waxwork and they want a photo with then they would go. That is where they can continue to grow, by having new waxworks.

The specific region of the UK is London. London is an amazing place to visit and has so many different attractions and beautiful scenery. As the article states “London remains the first- 17 choice destination for international tourists and is one of the most popular visited cities in the world” by Watson (2020). Most people visit to see the royal family and to see Buckingham Palace and hope to see the Queen standing in the window but they never see her. Another amazing attraction in the winter would be Winter Wonderland, it is the best one in the UK.

People visit London because they have seen it on their social media or word of mouth. They hear and see how amazing it is, so they also visit an attraction that might have popped up on their social media. London helps the environment by encouraging people to cycle around the City instead of cars to save the planet from the bad emissions in the air. Culture in London there are 300 different languages spoken.

In London, there are many things to see and do. People normally stay at least 4 days to make sure they have covered everything that they want to do. There are many shops that are located mostly in Covent gardens, people would visit here for esteem. Maslow’s hierarchy esteem is to

make themselves feel better. Also, the famous river Thames, the London eye is not far and the tower of London where all the Queen's jewelry is kept is not far. The visitors can see Big Ben, MI5 Building, and sky gardens building from the Thames. In the last two years, covid has had a massive effect on international tourists and domestic tourism. There are many public, private and voluntary attractions in London. A public attraction is non-profitable this would be like Big Ben, there is no fee to enter. A private attraction is for profit, Madame Tussauds is an example. Where people would have to pay to enter the attraction. A voluntary organisation is when people give back to people out of kindness. An example would be crossbones volunteer wardens to preserve the gardens and keep them green. The workers will not get paid to do these jobs and normality to help the government.

London City is an eye full with amazing surroundings and attractions you can't compare it to anywhere. London is so magical, people compare it with New York City because they can not compare it to any City in the UK. In 2008 a paper was realised to respond to marketing and to get inbound and domestic people to visit. "The purpose of this paper is to review the post-disaster destination marketing activity conducted by London in an attempt to regain its position as a premier destination for domestic and international visitors," says Ladkin (2008).

Due to the covid hit, everything was on stop and closed. The economy lost money and business was collapsing because no one could leave their homes to go anywhere to spend their money, except to the local supermarket. All the private organisations had no money that would have left them with no business. But now because of covid, everyone's wants and needs have changed. To want the high life. Experiencing everything and anything because life is too short. Many different things have changed, such as going on the annual holiday to Spain every year stopped. Consumer demands did change so that meant that they were doing more domestic travel, this also helped the economy to grow in our local areas. Become very popular and it still is because more people want different experiences. They have become less materialistic and they know what is most important in life, which is not a flash car, it is about spending time with the people they love and cherish. Despite covid domestic travel will still have a massive effect on the industry because of the different adventures you can have. There are countless different events, leisure, and tourism activities to be held. Ever since covid these activities have become much easier to attend such as virtual tour, virtual concert and working from home.

Being stuck in the house for months has changed us all in different ways, some people believe they have become more vigilant to the things that are in front of them such as family and friends and other things that we have lacked in social skills. Everyone is finding it much harder to communicate with real people. Then people think we have become very needy in what we want and have. "The fact that so many people have rapidly changed their behavior - and done so over 12 months - is a remarkable collective effort and an effort of resilience" by Servini(2021).

So many people these days have things they do not need or want but buy for the sake of buying because they have the money to spend. This is an excellent example of consumer behavior.

This shows that London has done their best to get where they are today. The Marketing for London has grown that everyone wants to visit. Social media has had a big effect on every business in the world. This is one of the main reasons why people still visit is because every time people visit and go back to their lives they always see something they didn't go and see or forgot to go. So they would go back and visit again.

Technology has changed drastically over the years. It has gone from people finding things from reading the newspaper to people having the world at their fingertips. People have become more independent with using technology. For example, years ago they used to book a hotel by sending the slip that came in the newspaper with the date they could attend and then send it off in the post and wait for the company to send one back with all the details. Now that's all we have to do: look for a cheap hotel to stay in and then book and pay at the same time, then people would have a confirmation email to say it is all done and looking forward to seeing them. Trends have changed and also the demand has. People want things fast.

The future looks very bright in London. The City can only grow with what it has to offer "tourism and events sectors are growing" said Smith (2019). This is where the industry will grow by making sure there are more events on and events people want to see so maybe they could have a focus group to evaluate what their next plan for London will be. All the attractions will grow and become better as the years go on. People love to visit London because of the Royal family, the Royals are a massive impact all over the world and this will not change. London is the Royals' home.

The trends and consumer demands will change over the years. The People will keep visiting because technology keeps growing, they are finding out more about what is going on, and easier to come to the UK. The marketing of London is very good now, can not imagine it will grow an awful lot.

Covid had a massive impact on London such as not enough money going into the economy and everyone becoming scared to go anywhere. Hopefully, this will all change as the pandemic is coming to an end and then covid will be a past memory. People can go back to living their normal lives.

One thing that London could improve on is how much the attractions cost to make them more affordable for everyone to go to the attractions and visit. Maybe then London would have more of a footfall in the city. People knowing the prices have decreased would make people want to go there.

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