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| Organisation | Aims and Objectives | Products and Services | Roles and Responsibility | Contribution to local/ UK / Global economy |
| Alton Towers (Private Sector) | The aim and objective to the private sector organisations is to make profit to achieve by making sure that they get as many customers as they can. | * Merlin Pass * Spa * Hotel * Water park * Theme Park * Golf * Rides/ Tickets * Conference Centre * Events * Souvenirs * Catering * Educational Falts (Off Peak) | They work in partnership with coach companies because they target at students which that are mostly likely to go, but not always can students go. This is because they will either be at school or collage so they would have to go when it’s their holidays. It would be easy to go because you will have transport to get there with the coaches, also school will use this transport because it will be part of the package. They have to be sustainable to the local area so that it’s easier for the school and collage students. In brief, their aim is to engage with the District Council to devise a Local Development Framework, which will give them, and those that rely upon them, a future which is sustainable and commercially viable. | They use the Merlin Pass which is a UK economy because It is its own company and people use that company and it is also popular. They use this because the Merlin Pass share their income with Alton Towers. They also support hospices, hospital wards and medical appeals where the prime beneficiaries will be children. Alton Towers has been contributing to the well-being of the local community for hundreds of years, through their Local Community Charter, Charity Requests and Merlin's Magic Wand. This is a contribution to the local economy. They also provide employment. (Source: www.altontowers.com) |
| Visit Britain (Public Sector) | The aim and objective to the Public Sector is to educate inform and provide a service to the customers and to also make sure that they have all the information that customers want and need so that they get more views. They have specific goals like:  Overseas customer – to promote Britain overseas as a tourist destination, generating additional tourism  revenue throughout Britain and throughout the year;  Domestic customer – to grow the value of the domestic market by encouraging key audiences to take  additional and/or longer breaks in England;  Governments – to provide advice to government on matters affecting tourism and contribute to wider  government objectives;  Strategic tourist board partners – to work in partnership with the devolved administrations and the  National and Regional Tourist Boards to build the British tourism sector;  Staff – to achieve all goals by making efficient and effective use of resources and by being open,  accessible, professional, accountable and responsive. | * Visitor Information Centre * Special offers * London essentials * Stress-free and great value airport transfers * Free entry to Britain's iconic landmarks * Visitor Rail Passes | The role and responsibilities is to help people to travel overseas and they will provide a transport for them. They also help the local community and give discounts employments. They have to make sure that they a responsible for giving them the information that they need. R&R is to promote the UK as a tourist destination internationally in order to generate tourism revenue within the UK. They are funded by the government and are therefore responsible to answer for all of their spending to show that is it in the right areas. eg - for every £1.00 spent of the tax payers money Visit Britain generate £21.00 back into the UK BY INCREASING inbound visitor numbers through their marketing campaigns | Since 2010 tourism has been the fastest growing sector in the UK in employment terms. Britain is forecast to have a tourism industry worth over £257 billion by 2025. Economy is money and this has contribution to the UK.  There is 9.6% of people in the UK is required to create a job in the UK tourism. The sector is predicted to grow at an annual rate of 3.8% through to 2025. (Source: www.visitbritain.org)  They have generated 32.5bn in additional visitor spend over the past 4 years. (Source: www.visitbritain.org/our-performance-reporting) |
| Tourism Concern (Voluntary Sector) | The aim and objective to the Voluntary sector is to Preserve, Protect and promote their cause. They do this to help the issues and the voluntourism. | They offer the Ethical Travel Guide that help you make better decisions. They also prove academic resources about the shops and useful links. | The role and responsibilities is the Trustees are ultimately responsible under the Memorandum of Association for the management and administration of the charity. They have ultimate responsibility for directing the affairs of Tourism Concern, ensuring it is well-run and delivering its charitable objects. | Some of the workers are not getting paid as much as they should be. There are poor working conditions for hotel workers in Dubai. Some of the workers clean 30 rooms a day and they might be on a timing limit to clean them so they might have certain amount of minutes and then they would have to move onto the next room and do the same for that as well. They don’t earn as much by doing this so global economy need to help them increase on their wages.  This is a contribution to the global economy. Tourism Concern’s voice has contributed to both the UN Marrakesh Process and the deliberations of the United Nations Conference on Trade and Development.  (Source: BTEC National Level 3, Travel and Tourism, Book One, Ray Youell, Published 2010) |