



UK Travel & Tourism Destinations

Written to support City & Guilds

Level 2 in Travel & Tourism

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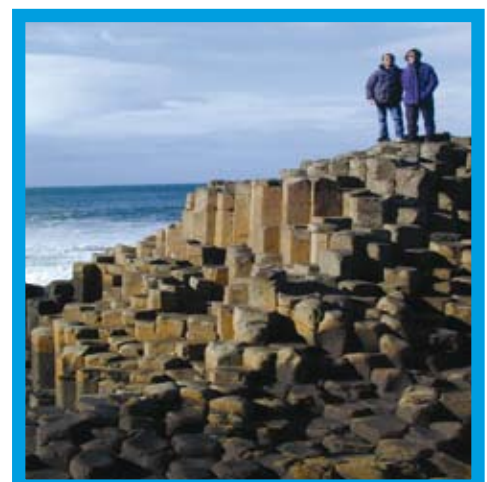
Introduction

Having an understanding of what the UK has to offer domestic and inbound tourists is an excellent starting point for anyone planning to work in the travel and tourism sector. Travel agents, tour operators and tourist boards play their part in promoting UK travel and tourism destinations, while visitor attractions, hospitality and transport providers develop the services and facilities that contribute to their appeal.

Meeting the needs of the customer is fundamental to travel and tourism provision in the UK. Learners will investigate how destinations provide for the needs of different types of visitor. They will find that UK travel and tourism destinations offer great variety, from cosmopolitan capitals and traditional seaside resorts to historical cities and relaxing countryside areas. They will examine how transport, natural features, attractions and facilities combine to create the overall appeal of a destination.

Learners will be introduced to reference materials and different sources of information to enable them to locate key tourist destinations and transport gateways, and to determine the appeal of selected UK destinations. They will develop knowledge of significant travel and tourism destinations, their locations, and gateways that serve them.

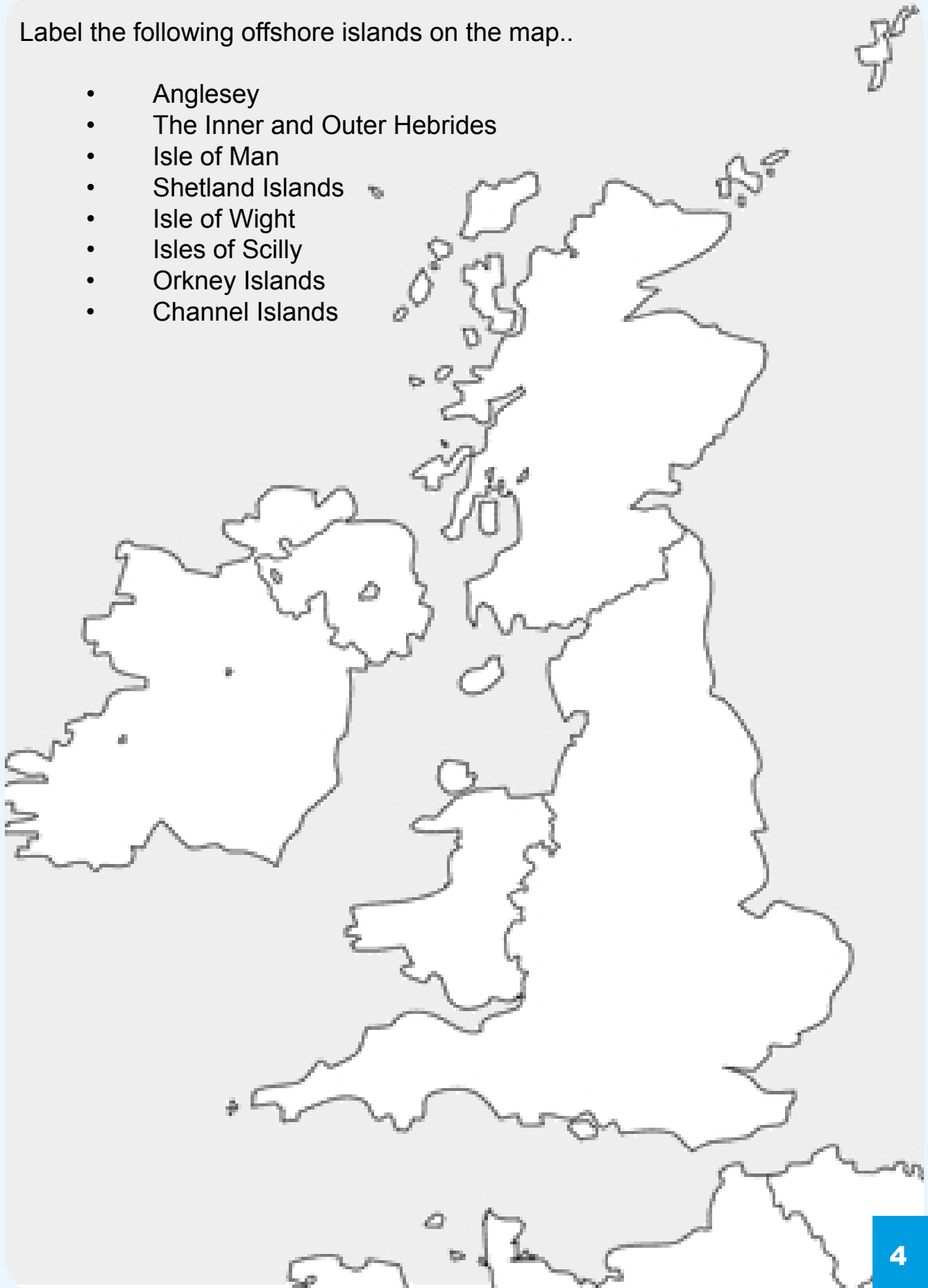
On embarking on a career in the travel and tourism sector, learners may find themselves working for an organisation that contributes to the success of a UK travel and tourism destination, for example in hospitality, transport operations, visitor attractions, tour operations or retail travel. The unit will increase awareness of destinations for anyone aspiring to work in the travel and tourism sector in the UK.



Exercise 3.1

Label the following offshore islands on the map..

- Anglesey
- The Inner and Outer Hebrides
- Isle of Man
- Shetland Islands
- Isle of Wight
- Isles of Scilly
- Orkney Islands
- Channel Islands



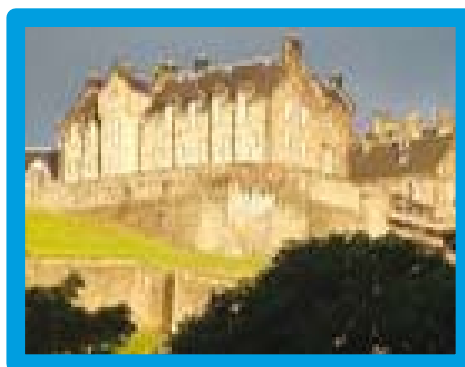
Edinburgh

Edinburgh is located on a series of hills, the best known of which is Arthur's Seat, a crag with wonderful views over the city and surrounding area. It is a thriving modern city with a rich heritage – the Old Town on the ridge running down from the Castle Rock contrasts with the New Town of elegant Georgian streets and squares.

The Royal Mile runs from the Castle to the Abbey and Palace of Holyrood House (the official residence of the Queen in Scotland), past shops and the Scotch Whisky Heritage Centre, and the Outlook Tower and Camera Obscura, which gives fascinating views. Close to the Royal Mile are Dynamic Earth, which tells the story of the planet from the beginning of time, the Museum of Scotland and the site of the Scottish Parliament. Other attractions include the National Gallery of Scotland, Edinburgh Zoo, the Royal Yacht Britannia and The Royal Botanic Garden. Princes Street and George Street are the places to go for shopping.

The famous Edinburgh International Festival takes place for three weeks during August. It is the world's largest arts festival and includes a massive range of events, plus a fringe programme. The Edinburgh Military Tattoo in August is held on the Castle Esplanade and is a spectacle of military bands and pipe bands from all over the world.

The purpose-built Edinburgh International Conference Centre (EICC) is located in the heart of Edinburgh, and hosts not only conferences but banquets, fashion shows and concerts.



Exercise 13.2

Decide if the following statements about Wales are true or false.

1. The main mountain range in Wales is the Pennines.
2. Llandudno is a seaside resort on the Pembrokeshire coast.
3. Gower Peninsula is within the city and county of Swansea.
4. Llangollen is a town on the River Taff.
5. The largest natural lake in Wales is Lake Bala
6. Mount Snowdon is the highest mountain in the UK
7. The Island of Anglesey is reached via bridges over the Menai Strait

The North East of England

As well as famous cities and towns, three National Parks and some great seaside resorts, the north east of England has a fascinating Roman, Viking and maritime heritage. Top visitor attractions include:

- **Beamish Open Air Museum:** a vivid recreation of life in the 1800s and 1900s
- **Captain Cook Birthplace Museum, Middlesbrough:** highlights of the explorer's voyages of discovery
- **Hadrian's Wall:** the 2,000 year old remains of this fortified wall and Roman heritage sites
- **Harewood House:** a stunning historic house near Leeds with an outstanding collection of paintings
- **Jorvik Viking Centre, York:** visitors can experience the sights, sounds and smells of Viking York
- **Royal Armouries, Leeds:** visitors can trace the development of arms and armour
- **York Minster:** the oldest and largest Gothic cathedral in northern Europe, famous for its stained glass windows.
- **Durham Cathedral and Castle,** UNESCO World Heritage site
- **Harrogate:** famous spa town and home to one of Europe's largest conference and exhibition centres.



The South East of England

The South Eastern counties of Berkshire, Kent, Surrey, East and West Sussex include a number of popular visitor destinations, including historic cities, towns and resorts, and areas of open countryside.

- **Brighton & Hove:** this resort has something for everyone including the Royal Pavilion, built for George IV, the broad seaside promenade and piers, a marina, a sea-life centre and a racecourse. The Lanes are a maze of alleyways in the old town, full of antique and specialist shops
- **Canterbury:** this medieval city is dominated by the famous cathedral. Other key sights include the ruins of St Augustine's Abbey, the city walls and The Canterbury Tales, an attraction which brings to life Chaucer's story of pilgrims travelling from London
- **Eastbourne:** the long promenade of this refined seaside resort is backed by lawns and flower beds. Nearby are the white cliffs of Beachy Head and further west is a coastline of sweeping downland ending in the chalk headlands of the Seven Sisters
- **Dover:** flanked by the famous white cliffs, Dover is a major cross channel port. Popular attractions include Dover Castle, where visitors can explore the secret wartime tunnels, and the White Cliffs Experience
- **Tunbridge Wells:** an elegant spa town with attractive parkland. The Pantiles is a Georgian pedestrian shopping area on two levels, the Upper Walk and the Lower Walk
- **Windsor:** the key attraction is Windsor Castle, the weekend home of the Queen. Visitors can also see Windsor Great Park. Close by is Ascot, with its renowned racecourse
- **The Downs:** the North and South Downs are famous as areas of great natural beauty and offer good opportunities for outdoor activities



Exercise 26.2

1. Identify which one of the following is to become Northern Ireland's first National Park
 - a) Causeway Coast
 - b) Mourne Mountains
 - c) Antrim Glens
 - d) Sperrin Mountain

2. Indicate on which one of the following rivers Belfast is situated
 - a) Lagan
 - b) Crumlin
 - c) Maine
 - d) Newry

3. Indicate which one of the following is the largest freshwater lake in the UK
 - a) Erne
 - b) Neagh
 - c) Ness
 - d) Morar

4. Indicate which one of the following is a mountain range in Northern Ireland
 - a) Cheviots
 - b) Wicklow
 - c) Snowdonia
 - d) Sperrin

5. Indicate which one of the following is a UNESCO World Heritage Site in Northern Ireland
 - a) The Mountains of Mourne
 - b) The Giant's Causeway
 - c) Ironbridge Gorge
 - d) Hadrian's Wall

UK Seaports

The UK's sea travel is important to tourism in three areas: local ferries, sea ferries and cruises.

The UK is linked by regular passenger shipping services to other European countries and also has services between the mainland and islands. As well as traditional ferries, some of these routes are also served by high-speed ferries. Sea travel is an important element of touring holidays and UK seaports offering passenger services linked to the rail and trunk road network.

The greatest concentration of ferry ports is on the south coast of England where you have ferry connections to and from many ports in France, Spain, the Channel Islands, the Isles of Scilly, the Isle of Wight and Belgium. The English ports are Plymouth, Weymouth, Poole, Southampton, Portsmouth, Newhaven, Folkestone and Dover.

As you move along and up the east coast of England, the next port you reach is Harwich where you can catch a ferry to the Netherlands, Denmark and Germany.

Hull is a popular ferry port for people living in central and northern England who want to take cars and lorries across to the Netherlands and Belgium.

Newcastle is used by travellers from northern England and Scotland who are heading for Germany, Sweden and Norway.

Aberdeen provides a lifeline to those living in the Orkney and Shetland Islands as well as being a principal commercial port.

The Western Islands. The west coast of Scotland is a mass of islands, some of which are uninhabited. However, the more densely populated islands are linked to the mainland by ferry. Stranraer, Cairnryan and Troon. These ferry ports are fairly near Glasgow and provide services to Belfast and Larne.

Mid and West coasts of England and Wales. Liverpool has links with the Isle of Man and Dublin. Holyhead links Wales with Dublin and Dun Laoghaire (pronounced 'dunlairy') a port just outside Dublin.

South west coasts of England and Wales. Fishguard and Pembroke link to Rosslare and Swansea to Cork.

Sporting Venues

Many major venues are so famous that visitors are attracted to them even when sports and entertainment events are not in progress. They are sightseeing attractions in themselves. Such venues often operate tours as a result, frequently using audioguides.

A football stadium, such as Old Trafford in Manchester or The Emirates in London, may host a major match only once very week or two - and then only (or mostly) during the football season. The rest of the time the ground would stand empty and there would be no income to maintain the facility or to help it be profitable. Secondary purposes are therefore vital to keep such facilities running.

Examples of secondary purposes for major sports and entertainment venues (other than tours) are hosting:

- Conferences and business meetings
- Exhibitions and trade fairs
- Social functions, such as weddings
- Other leisure events, such as a rock concert

The London Olympics

The London Olympic Stadium will be the centrepiece of the 2012 Summer Olympics and Paralympics. The stadium is located at Marshgate Lane in Stratford in the Lower Lea Valley and has capacity for the Games of approximately 80,000 making it temporarily the third largest stadium in Britain behind Wembley Stadium and Twickenham Stadium.



38. Identify the city in which the Roman Baths can be found.

- a) Bristol
- b) Brighton
- c) Bournemouth
- d) Bath

39. Identify the county in which Windsor Castle is located.

- a) Hampshire
- b) Shropshire
- c) Lancashire
- d) Berkshire

40. Identify the seaside resort that is located in Wales.

- a) Ayr
- b) St Ives
- c) Brixham
- d) Rhyl

41. Identify the seaport located in Scotland.

- a) Holyhead
- b) Troon
- c) Poole
- d) Larne

42. In which city will there be the new Titanic Centre?

- a) London
- b) Liverpool
- c) Southampton
- d) Belfast