The Significance Of Tourism Industry For The Economy Of The United Kingdom

The tourism industry orchestrates a momentous significance to the economy of the UK. As stated by Visit Britain, “Britain will have a tourism industry worth over £257 billion by 2025 – just under 10% of UK GDP and supporting almost 3.8 million jobs, which is around 11% of the total UK number”. With such a vast ramification towards the economy of the UK, it is indispensable to obtain an understanding of the repercussions the current pandemic introduces. Highlighting the significance of the tourism industry towards the UK, this essay will utilize the current COVID-19 pandemic discussing and analysing the consequences and influences fabricated. The author will also confer about their aspirations to work within the tourism sector, looking at specific job roles furthermore as to what employment within the industry means to them.

England possesses a comprehensive dependency for tourism as the industry works in correlation with a variety of sectors, with the inclusion of agriculture, transport and the retail industry. It is thought by Travel Weekly (2019), that “Travel and tourism is the fastest growing sector in the UK accounting for 11.9% of all jobs, new research has revealed.” With such an extensive importance to the UK, and being entitled as the expeditious growing sector, the introduction of coronavirus grievously affected not only the tourism sector alone, but those sectors in which operate alongside, areas which are conditional on tourists and the businesses within the residence of the United Kingdom.

The interpretation of inbound tourism proposed by the World Trade Organisation (WTO) and United States (UN) Nations Statistics Division (1994) states “that in order to qualify as a tourist one must travel and remain in a place outside of their usual residential environment for not more than one consecutive year for leisure, business or other purposes.” Therefore, the aspect of inbound tourism is an individual travelling to a destination in which differs to their area of current residence. Restrictions initiated by the governing body of the UK caused a severe decline in the figure of inbound tourists visiting. The combination of the quarantine periods, reduction of flights operating inbound, in addition to the closure and depletion of excursions the appeal and accessibility of the UK diminished. Found and interpreted on the Visit Britain website 2020, the original forecast for 2020 estimated inbound tourists to increase by 2.9% and for spending inbound visitors to increase by 6.6%. Taking this information into account, prior to the pandemic the UK was optimistic for a notable escalation which would have therefore benefitted the United Kingdom accordingly. However, consequential to the contemporary climate, also acknowledged on Visit Britain “Our central scenario forecast for inbound tourism to the UK in 2020, as of October 12th, is for a decline of 74% in visits to 10.6 million and a decline of 79% in spending to £6.1 billion.”, this intelligence represents a loss of 31.3 million visits additional to a reduction of £23.8 billion spent. Demonstrating the extensive deprivation to the economy exhibits the considerable role the tourism industry occupies.

Alternatively, to inbound travellers, those who domestically travel procced to advance to areas within their own country. The definition stated by Tilastokeskus consists that, “Domestic tourism comprises the activities of residents of a given country travelling to and staying in places inside their residential country, but outside their usual environment for not more than 12 consecutive months for leisure, business or other purposes” The UK acquires a prodigious dependency on

citizens travelling domestically in order to reimburse funds originated within the UK back into the economy. Examining the statistics formed by Visit Britain, allows an understanding to be formed of the scale of disruption the pandemic has introduced. Found on the website, “We have forecast a central scenario for Britain of £46.8bn in domestic tourism spending in 2020, down 49% compared to 2019 when spending by domestic tourists in Britain was £91.6bn.” This displays coronavirus arose a reduction of £44.9 billion, which is a severe loss for the UK. Splitting the initial figure into segments, it compromises £12.6bn from overnight tourism, down from £24.7bn in 2019, in addition to £34.2bn from day trips, in comparison from £67bn in 2019. This significant loss in the economy is a consequence initiated by the virus currently unfurling worldwide.

A devaluation in the economy isn't the only reverberation, the effects on businesses result in a variety of consequences for both the employers themselves and a diversity of individuals. According to ABTA, “Covid crisis could claim 18% of UK travel sector's jobs”. With levels of unemployment rising in such a time of difficultly, financial strain became second nature to many. To help aid difficulties opposed by finances, the government introduced the furlough scheme. Furlough was inaugurated to battle against job retention, offered to those who were unable to work due to the pandemic, with the inclusion of employees, workers, agency workers, those on zero-hours contracts in addition to apprentices. Individuals must agree to the measure by depositing their signature onto the applicable contract. Conditions stated employees must refrain from executing tasks or activities for the organisation whilst classed as being furloughed, any action conducted in relation to work would therefore be classed as gross misconduct towards the scheme. In this instance, employees and organisations would be unable to benefit from the government's assistance. A breakthrough occurred on July 1st, 2020, complimenting the new ‘flexible furlough’ measure enabled workers to return to establishments and locations of work, although at a reduced hourly schedule. This course of action authorised the loss of hours to be credited by the government. Found on Gov.uk (31 October 2020), “The Coronavirus Job Retention Scheme has been extended for a month with employees receiving 80% of their current salary for hours not worked and further economic support announced”. Accommodating to the latest announcement and for those affected by the recent lockdown procedure put into place, 80% of wages and salaries will continue to be proposed to employees without work.

Despite that, for many organisations and individuals, the efforts the government offered could not resuscitate their loss of profits. Highly reputable travel companies, over the duration of the current difficultly, have been faced with the strenuous verdict on whether to implement redundancies or if they would crumble into administration. According to The Guardian, “Even if the industry is offered more government support, only four in 10 travel businesses believe demand will have returned to 2019 levels by 2022.” This statistic exhibits the severity of the impact coronavirus is placing on travel businesses, therefore insinuating the decline of the UK economy. Hays travel welcomed the start of August by announcing the reduction and cuts of almost 900 employees, thanked to which they believe was a result of the restrictions placed by the governing body. Additionally, to a termination of 166 TUI stores. Established on BBC News, “The UK's largest tour operator said it hoped to keep on 630 workers in a mix of sales and home-working roles and in remaining stores.” For many, travel operators and services relocating to online became accustom to the lives of many individuals. Although, this is not accountable for everyone, believed and interpreted by Statista “Almost 4.66 billion people were active internet users as of October 2020, encompassing 60 percent of the global population.” which neglects 40% of those unaccompanied by access. Whether this be due to age or unprohibited funds, the unavailability would assist a loss of profits as a result of the services

being out of reach for many individuals, overall affecting the contribution towards the economy.

Being in possession of such mass importance, the author retains aspirations to work within the industry within the upcoming years. Exceeding levels of optimism and confidence enable job roles within the sector to be at reach when normality returns, cabin crew will continue to obtain a significant interest and desire. The author acquires positive emotions towards the duties and roles cabin crew execute and one day hopes to be able to immerse herself within the role, eager to be an employee of a distinguished company such as Airways or Virgin Atlantic.

Through the continual study of tourism, it has therefore allowed the understanding of the job roles to be acknowledged. With the addition of being in companionship with an employee, the comprehension of the role offers the ideal path to follow once education is complete. Warranting travel whilst offering exclusive high quality customer service appeals to the author to a great extent. Cabin crew can be both physically and emotionally demanding although the job satisfaction present has exceeding value. With immense levels of responsibility, airline cabin employees are held accountable for the health, safety and welfare of all individuals travelling on board. While duties may differ slightly depending on the organisation worked for, whether their schedules include short haul or long, certain roles will always remain.

Cabin crew greet and welcome passengers as they embark the aircraft, whilst this may seem like a straightforward effortless duty, the importance of this remains notable. This will commence the traveller's trip, disregarding the reasoning behind it, it is vital to ensure each customer is treated with substantial levels of respect, promoting them to return. Individuals travel for numerous reasons, with the inclusion of holidays, visiting family and friends and for business purposes, whilst understanding their reason thoroughly isn't always necessary, securing awareness will improve their journey, therefore rising their customer satisfaction. Culture also portrays a role within the welcoming on board, a necessity of a customer facing role is to make certain there is no space for error which could arise offense. Those who are culturally present may also appreciate the welcoming given if tailored to their specific beliefs and religion, again improving and intensifying their contentment within the service. For those who may be visually impaired, hard of hearing, elderly or suffer a variation of other disabilities, can or will be shown to their seat. Guaranteeing those specific travellers are aware of their surroundings is essential for safety purposes and to make certain they are comfortable for the duration of the flight. Catering services are additionally present on certain flight schedules. Understanding any dietary restrictions is key, without the level of acknowledgement safety issues could occur or offenses could become imminent.

Customer service roles hold high consequence, although there are immeasurably more roles which are requisite. These consist of the health, safety and security procedures which are executed prior, during and post flight. Checking the condition and provision of the equipment present on board for emergencies is a necessity before each flight. Ensuring the correct quantity is present and each piece remains safe to use at a worthy standard. Equipment on board aircrafts is lifesaving within an emergency and the safety of your passengers with the inclusion of yourself and your employees is key. Together with the completion of this duty, prior to the flight, cabin crew will execute checks of the plane, these are not mechanical or technical checks, crew will check for any unattended suspicious items which could be present. In the case of encountering a miscellaneous object all staff operating the flight will be notified and those with a specific job role will remove the item accordingly. This responsibility will also be conducted throughout and after the flight. Reporting any sceptical behaviour, administering first

aid and completing necessary paperwork comes under the job roles of cabin crew in addition to the other duties and many others.

The combination of these appeals to the author and many others who are employed by the variation of airlines. The author inclination is to submerge herself within the duties and roles whilst travelling around the World for a number of years, then she is hopeful to continue her career development. There are many prospects and promotions available for those who are working within the airline industry. Advancing to become cabin manager is possible if determination is present, as well as many grounded roles within the airline such as checking in staff.

Furthermore, for the author herself she is buoyant to one day establish her own company within the tourism industry. From her previous years of flying, she will gain an understanding of the sights and places the World can offer and therefore she will utilise this knowledge to own a successful event planning brand. Her cabin crew experience will compliment her company correspondingly as it enabled the analysation of customer profiles and customer service to be met, which is key when planning and executing an event for an individual. This ambition drives the author to succeed and determines her implement motivation within her studies to hopefully possess a first-class degree within Tourism and Business Management.

Analysing and understanding all the information which has been considered, the conclusion of which the tourism industry is significant to the economy of the United Kingdom has been determined.