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| Organisation  | Aims & Objectives  | Products & Services  | Roles & Responsibilities  | Contribution to the local, UK and global economy |
| Alton Towers  | The main aims of a private sector is to make as much profit as possible and they do this by attracting as many customers they can. | •Theme park•Water park •Golfing •Catering •Spa•Hotel •Merlin pass – having a merlin pass allows the Alton Tower company to build a relationship with customers and get more customers too•Offer a free educational talk for students•Souvenirs | Alton Towers work in partnership with coach companies as they know that there target market are students. However, students are in education (schools, colleges, universities), knowing this they pair up with coach companies to attract colleges and schools and encourage them to take students to Alton Towers. Schools would go because the transport would be included in the package.  | Alton Towers contribute to their local economy by supporting their local charity in Staffordshire. They try give the best experiences to the children that are seriously ill, disables or disadvantaged they do this by having organisations like Scouts, Brownies and Rainbow groups. Being located in an area surrounded by villages, Alton Towers need to keep the local community interested in their business. To keep them interested they provide jobs for the local community. Having jobs helps the economy as it means that the government would be receiving tax and that’s one of the government’s main aim, to make sure everyone has a job. Also they realise that their business could cause disruption to the local community so to make up for this they offer discount to their community when they pay their entrance fee. |
| Visit Britain  | The aims of a public sector organisation is to inform, educate and to provide a service to its customers. All organisations in the public sector are funded by the government. | Visit Britain is a website that provides a service to inbound tourists. The website provides all the information you would need like accommodation and things you can do whilst being in the UK. It also gives some information about Britain so you can know the background of the UK and what it has to offer. Visit Britain also have a marketing campaign that aims to promote Britain overseas. The campaign they are currently working on now is called Great Britain.  | One of Visit Britain’s role is to inspire travellers from overseas to explore and visit Britain. To achieve this target they work with a range of partners from the UK as well as overseas. Some examples of partners they work with are: •Government agencies- like British Council•Tourism bodies – like England, London and Scotland (and other destinations•Airlines – British Airways •Global brands – Barclays premier league | Visit Britain contribute to the UK economy. They have generated £2.5bn over the past 4 years. (source:<https://www.visitbritain.org/our-performance-reporting>) Since 2010 tourism has been the fastest growing sector in employment in the UK, this would help the economy because it would employ the unemployed and having everyone employed is the government’s main aim as they workers would then pay tax which the government can use to improve your environment. With this growth in employment, Britain is forecasted to have a tourism industry over £257billion by 2025. (source:<https://www.visitbritain.org/visitor-economy-facts>)  |
| Tourism Concern  | They are a non-profit organisation and get their money from membership fees of the Tourism Concern and they use the money to reinvest in the organisation so that they can keep the organisation sustainable and make sure it continues in the future the way it does today. | They are a website that allows you to join and volunteer in ethical organisations. The website also allows you to donate money and they use the donations to help the people that that don’t have what we have today.  | Their main role and responsibilities are to stop tourists influencing the local community, support marginalised voices and to create better alternatives. | They raise awareness to the global economy, if people are being underpaid they would they would fight to increase their wages and so people are getting paid fairly for the amount of work required to do. For example staff that work in hotels are asked to clean lots of room a day in a set time and they don’t get paid enough to live off, this is where tourism concern would come in and take action and try get their wages increased for the money they deserve to receive. An example of this is Trekking Wrongs: Porters’ Rights. Tourists like to trek and they also like to have someone carrying their luggage behind them, however they get paid close to nothing and it is not fair, which is why tourism concern campaign against the workers being underpaid. “We do not want people to stop trekking” this is what tourism concern think, all they aim to do is to make sure that the workers carrying the luggage are getting paid fairly for the amount of work they do. <http://tourismconcern.org.uk/porters/>  |