

The UK's tourism industry is a dynamic affiliation of public and private sector organizations including small to medium size enterprises (SMEs); international private business e.g. airlines or large hotel chains), as well as Destination Management Organizations (DMOs) at local and regional level

QUICK FACTS

In 21/202 VisitBritain received their core Grant-in-Aid from the Department for Digital, Culture, Media and Sport (DCMS) of 19.9 Million.

VisitBritain is legally constituted as the British Tourist Authority (BTA) under the 1969 Tourism Act.

Visit Britain is a non-departmental public body funded by the department for digital culture, Media and Sport (DCMS) through Grant-in-aid (GIA).

The central government and the devolved UK administrators, set all the policy's for tourism development and look to the national and regional tourist boards to deliver high quality products, services and destinations for visitors. The boards do this by working in partnership with local authorities, Regional Development Agencies (RDAs) and businesses. Public sector travel and tourism organizations are funded from the central government, devolved administration and local authorities.

PUBLIC SECTOR

The tourism industry is very segregated but the government has a huge interest in tourism as it is important to the economy. Government run organizations are referred to as the public sector and in the travel and tourism industry the public sector organizations are often characterized by the role they play in promoting a particular area and the work that they do in encouraging tourism development. They are fully funded or partially funded by central Government so are not concerned with making a profit. They may handle grants to start new business, advice on marketing, employment / back to work schemes. They are concerned with the wider social and economic aims particularly job creation in tourism and improving the tourist facilities for visitors and local people.

Public sector travel and tourism organizations exist at many different levels. Tourism is devolved with Scotland, Wales and Northern Ireland all having their own tourism boards. The Mayor of London also as a promotional agency – London / Partners

