

# PRIVATE SECTOR

For many organization who work in the travel and tourism they will operate in the private sector, for example in the UK all accommodation providers, airlines, travel agencies, tour operators, visitor attractions, train companies, car hire firms, airports and so on. There are some very big organization but most would be classed as an SME employing less than 250 people and some as in the example of a guest house or an independent travel agent are often micro business employing less than 10 people. In the UK all these businesses are private but it is not the same in all countries as some governments still own transport systems and run their own hotel chains.

Because of the nature of the tourism industry the private sector will work closely with the public sector and will be responsible for providing most of the facilities that a tourist will use, e.g guesthouse for accommodation, amusement parks for entertainment, parks, taxis, restaurants and night clubs are all private sector businesses with the aim of maximizing their own revenues, but public sector bodies such as the local council will have a tourism department and an RDA that will work with the private sector to promote the destination to visitors in the UK and overseas by providing marketing through websites, brochures, trade exhibitions, tourist information centres and organizing events to attract visitors outside of main holiday times.

The private sector has some specific categories of business category that a company may fall into with the most well known household names possibly being PLCs and the small local trader being a sole proprietor.

The private sector means that the business is in it to make money and their objective will be profit maximization. They are only interested in the bottom line of the business and not the outside benefits to local communities or the economic impact to the area that the tourist will bring.

