

Chapter 14 Outline

Historical Development of CVBs and DMOs
in the United Kingdom
Organization of the Tourism Industry in the
United Kingdom
The Nature and Role of CVBs
Structure
Funding and Budgets
Staffing
Activities and Customer Services
Conference Desks and Conference Offices
Opportunities and Challenges for
U.K. CVBs
Current Changes and the Emergence of
New Entities
Case Study: U.K. Destination Marketing

Competencies

1. Explain the historical evolution of CVBs and DMOs in the U.K. (pp. 245–246)
2. Explain the roles of national and local tourism organizations in the U.K. (pp. 246–248)
3. Describe the ways in which U.K. CVBs are funded. (pp. 248–249)
4. Describe a U.K. CVB's marketing activities and the services it offers its customers. (pp. 249–250)
5. Describe the opportunities and challenges that U.K. CVBs face. (pp. 251–253)
6. Describe the different types of DMOs that can be found in the U.K. today. (pp. 253–255)