



Tourism Policy In United Kingdom

Siti Rogaya Arvanda Shaputri

Bakhora Kuvondikova

Muhammad Arman Muhammad Nazry

Abstract

Tourism is exceptionally imperative for the UK's economy. It makes employment, brings cash, and makes a difference. Individuals learn approximately different societies. In 2018 and 2019, numerous sightseers went to the UK, making a difference in business like inns, food bloggers, and shops. During 2020 and 2021, the COVID-19 widespread caused huge issues for tourism in the whole country. Travel limitations and lockdowns halted numerous individuals from going in and going out. By 2022, tourism began to recoup. Occasions just like the Queen's Platinum Celebration made a different draw in guests once more. With this study, we examine tourism patterns within the UK from 2018 to 2022. It looks at the number of guests, their investing, and their travel choices based on their preferences. The study also investigates how government approaches, innovation, and supportability endeavors can offer assistance to make strides in tourism within the future.

Keywords: *UK tourism, COVID-19, inbound tourism, outbound tourism and tourism industries.*

1.0 Introduction

Tourism plays a big role in the UK's economy, bringing in visitors from all over the world for business, leisure, and cultural experiences. From 2018 to 2019, the tourism industry in the UK was thriving, with millions of international arrivals contributing to the growth of hotels, restaurants, and local attractions. However, in 2020 and 2021, the world saw an unexpected and dramatic shift due to the COVID-19 pandemic. Travel restrictions, lockdowns, and health concerns led to a sharp drop in the number of tourists, impacting businesses and the overall economy.

In 2022, after borders opened, it was the beginning of recovery for tourism in the UK. Factors such as vaccination efforts, changing travel behaviors, and the rise of digital alternatives like remote work influenced how and why people visited the UK during this period.

This analysis will explore the trends in UK tourism from 2018 to 2022 by looking at key data and external factors such as government policies, economic shifts, and global events, this study aims to provide a clear picture of how tourism in the UK was affected and how it has begun to recover.

2.0 Literature Review

2.1 Inbound Tourism in the UK

Inbound tourism plays an important role in the UK economy due to the contribution for the country such as employee, revenue generation, and even cultural exchange. The cultural heritage, historical landmarks, and entertainment in the UK made huge opportunities to drive inbound tourism significantly (Page and Connell, 2020).



Based on The World Travel and Tourism Council (2025), inbound tourism in the UK contributes 131 billion pounds sterling to the UK's economy from hospitality, transportation, and retail in 2021 and creates more than 2.5 million jobs.

As citizens from Asia, we have strict roles to get Shenzhen's visa. As we know, the UK uses pound sterling and it's higher than USD, this also can impact the successful rate to get visa and tourist spending behavior. Environmental concerns and over tourism can impact the heritage sites and need extra for sustainable management strategies (Weaver, 2020).

2.2 Domestic Tourism in the UK

The highlight of domestic tourism in the UK particularly comes from rural and coastal regions where alternative employment opportunities are limited. After the pandemic, the trends of customer preferences changed to nature-based tourism, staycations, and short haul trips (Haven Tang and Jones, 2022). In additionally, the challenges of domestic tourism in the UK are seasonal fluctuations and infrastructure limitations (Hall and Page, 2019). The government works hard for this situation by making "The Tourism Recovery Plan" to boost domestic tourism itself (Department for Digital, Culture, Media, and Sport, 2021).

I read this article about the UK's outbound tourism and analyzed data. outbound tourism plays a crucial role in the United Kingdom travel sphere. According to (Cohen et al 2018), push and pull factors impact on travel decisions, like push factors consist of eagerness to leisure, adventure and exploring culture and pull factors are climate and rare experiences. Studies by Hall and Page (2020) illustrate that the UK travelers categorize sun and sea destinations with Spain, France and the United States as the most famous choices. In addition, there is a difference between generation with younger travellers desire adventure, adrenaline and experimental tourism while older tourists prefer relaxation and culture tourism (Richard, 2019). According to the Office for National statistics (ONS, 2022), the UK government has spent almost £63 billion on outbound tourism in 2019.

2.4 Tourism Industry in the UK

Tourism plays a significant role in the UK economy, sharing more than 9.9% in GDP and carrying 3.3% jobs (Visit Britain, 2023). This sphere includes domestic and inbound tourism attracting millions of travelers. In addition, the UK's departure introduced issues such as lack of hospitality, alters in visa regulations, and diminished EU visitors number (Hall, 2021). The COVID-19 pandemic decreased international arrivals by a 73% drop in 2020 (World Travel & Tourism Council, 2021).

3.0 Inbound Tourism

3.1 Arrivals Inbound Tourism in UK

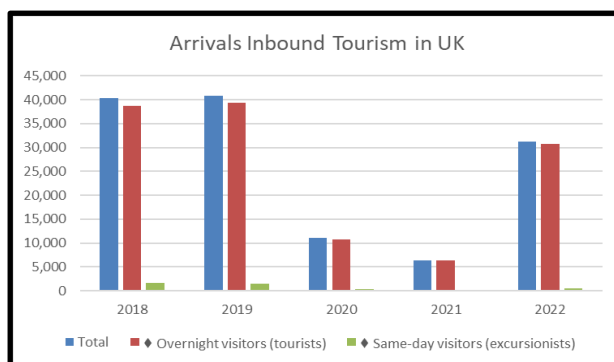


Table 1 shows the Arrivals of Inbound Tourism in UK

The chart shows the number of people visiting the UK from 2018 to 2022. In 2018 and 2019, the numbers were high, with around 40,000 visitors, most of whom stayed overnight. However, in 2020 and 2021, there was a huge drop, with far fewer tourists coming in. By 2022, the numbers started to rise again, but they were still not as high as before.

In 2022, tourism picked up again as travel rules became more relaxed and people were eager to explore after staying home for so long. Big events like the Queen's Platinum Jubilee and the Commonwealth Games also brought more visitors.

3.2 Arrivals by Region in UK

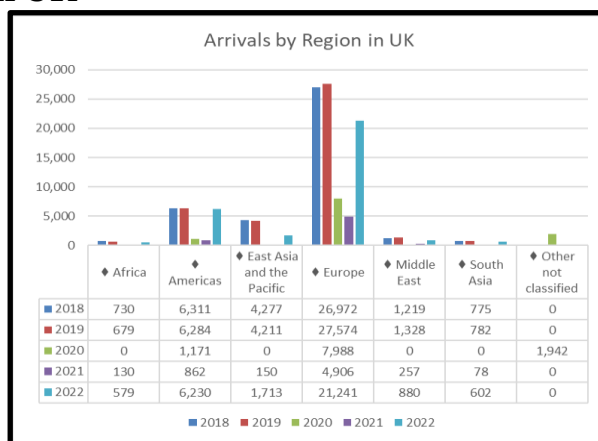


Table 2 shows the Arrivals by Region in UK

The chart shows the number of visitors coming to the UK from different regions between 2018 and 2022. Europe had the highest number of arrivals, with over 26,000 visitors in 2018 and 2019. The Americas and East Asia also contributed a good number of tourists. However, in 2020 and 2021, there was a sharp drop in visitors from all regions, especially from Europe and Asia.

The biggest reason for the drop in 2020 and 2021 was the COVID-19 pandemic, which led to travel bans and strict border controls. In 2020, the number of visitors from Europe fell from over 27,000 to just 7,988, and travelers from Asia almost disappeared. According to the World Tourism Organization (UNWTO), global travel declined by more than 70% in 2020, affecting tourism worldwide.

3.3 Arrivals by Mode of Transport in UK

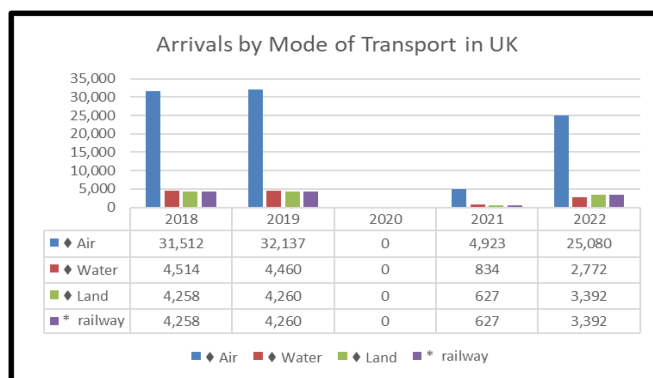


Table 3 shows the Arrivals by Mode of Transport in UK

The chart shows how people traveled to the UK from 2018 to 2022 using air, water, land, and railway transport. In 2018 and 2019, air travel was the most popular mode, with over 30,000 arrivals each year. Water, land, and railway transport had much lower numbers, around 4,000 each. However, in 2020, there were zero arrivals for all transport modes, showing a complete halt in travel. In 2021, the numbers slightly increased, but only a few thousand people arrived, mostly by air.

4.0 Domestic

Tourism

4.1 Trips (add '000)

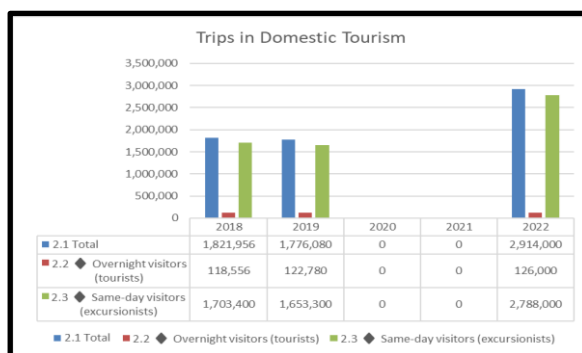


Table 9 shows the Trips in Domestic Tourism

As shown in the chart bar, the total trips in the UK for domestic tourism are almost 2 billion trips in 2018 and increasing in 2022 to almost 3 billion trips per year. However, due to the pandemic, there is no data for 2020 and 2021. The total of the trips came from overnight visitors which are tourists and same day visitors which are excursionists.

The overnight visitors were not shown in huge amounts instead of the excursionists. In 2018, the overnight visitors were 118 million and 122 million in the next year. There was an increase, but not that much especially in 2022 only 126 million

4.2 Trips by Main Purpose (add '000)

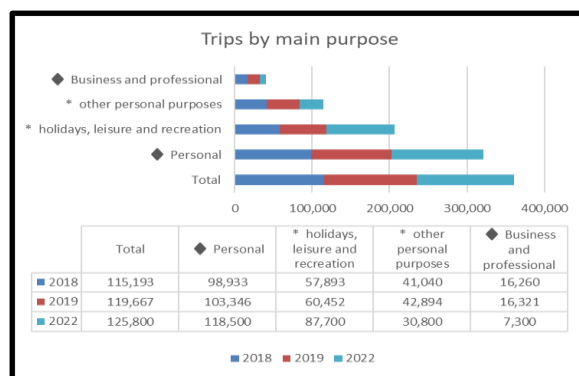


Table 10 shows the Trips by Main Purpose in UK

The chart shows the total trips by main purpose in the UK for domestic tourism in 2018 are over 115 million trips and increasing in 2022 to more than 125 million trips per year. The total of the trips came from personal, business and professional. Personal trips were divided by holiday, leisure, recreation, and other personal purposes.

The personal trips in 2018 got almost 100 million trips and will keep increasing until 2022 with more than 125 million trips. The business and professional trips got less than the personal trips. In 2018, it was only 16.260.000 trips and slightly increased in 2019, which was only 16.321.000. It was getting worse in 2022, with only 7.300 trips.

4.3 Trips by Form of Organization (add '000)

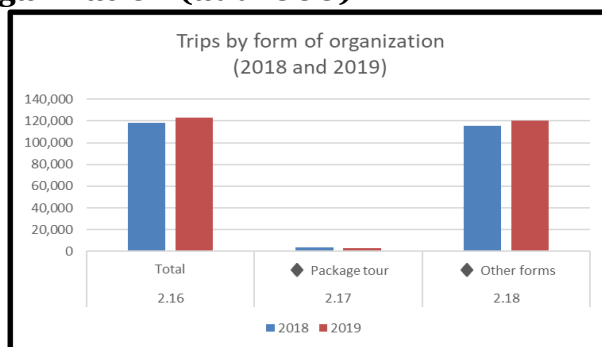


Table 11 shows the Trips by Form of Organization

The chart shows the total trips by form of organization in the UK for domestic tourism in 2018 and 2019. The total was almost 120 million trips in 2018 and increasing in 2019 to more than 120 million trips per year. The total of the trips came from package tours and other forms. There weren't many differences in package tour forms, only slightly decreased in 2019. It was also similar in other forms of travel.

4.4 Accommodation (add '000)

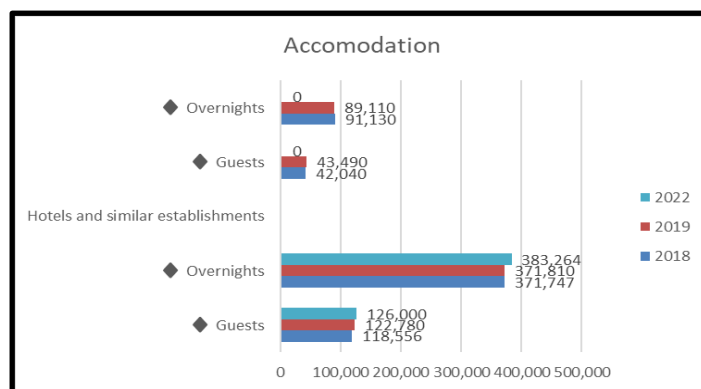


Table 12 shows the Accommodation

The chart shows the accommodation in the UK for domestic tourism in 2018, 2019, and 2022. The accommodation was divided into 2 parts. Which were general accommodation and hotels and also similar establishments. In 2018, the total guests in general accommodation was almost 120 million people, more than 120 million people in 2019 and increasing a little bit in 2022 to 126 million people per year. It also happened in overnights for general accommodation. The total in 2018 was 371 million people, stable in 2019, and increasing a little bit in 2022 to 383 million people

5.0 Outbound Tourism

5.1 Departures

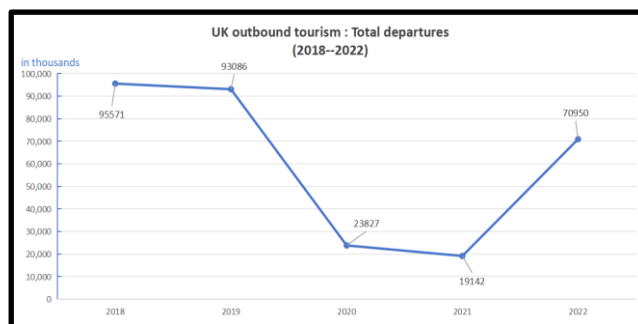


Table 14 shows UK Outbound Tourism: Total Departures

In 2018, the number of outbound tourists was 90.571 million, and it increased slightly in 2019, a steady increase of about 2.78% from 2018 to 93.086 million. In 2020, the number of people traveling abroad plummeted by 74.4% from 2019, dropping to just 23.8 millions. In 2021, it fell by 18.52% from 2020 to only 19.412 million. The number of outbound tourists rebounded to 70.95 million in 2022, an increase of 270.66% over 2021, but it was still lower than the pre-epidemic level due to the impact of the epidemic on the economy and the change in travel mentality.

5.2 Expenditures

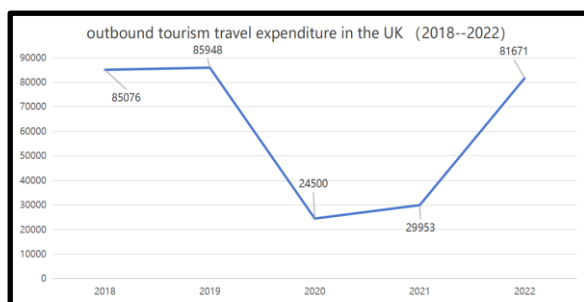


Table 15 shows Outbound Tourism Travel Expenditure in the UK

As shown in the chart, the UK's outbound tourism expenditure was 85,076 million pounds in 2018, and increased to 85,948 million pounds in 2019, an increase of 872 million pounds, or about 1.02%. Spending fell sharply to £24,500 million in 2020, a decrease of £61,448 million, or about 71.5%, compared to 2019. This is obviously due to the severe impact of the COVID-19 pandemic

6.0 Tourism Industries

6.1 Number of Establishments

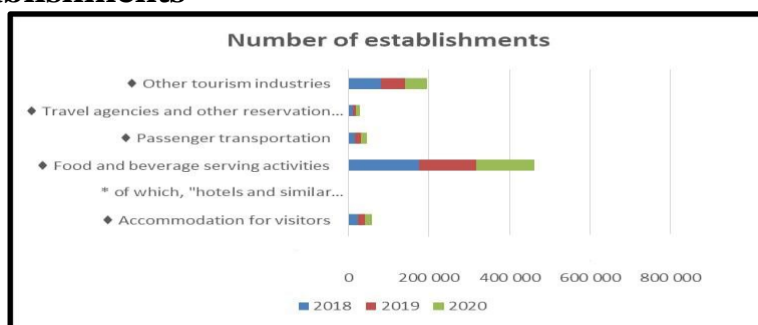


Table 16 shows Number of Establishments

The bar chart depicts the number of establishments in various industries of the tourism industry during 2018, 2019, and 2020. The classifications are tourist accommodation, food and beverage serving activities, passenger transport, travel agencies, and other tourism industries. In 2018, establishments totaled approximately 600,000, of which the food and beverage service activities were the largest, which was more than 400,000. The establishments in 2020 were stable and were nearly 750,000, of which the food sector accounted for more than 500,000.

6.2 Indicators

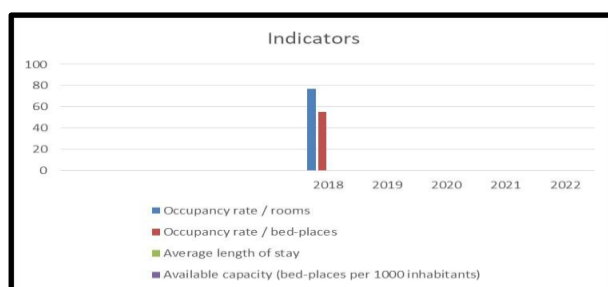


Table 17 shows the Indicators



The bar chart shows statistics on a few of the tourism indicators during 2018-2022. The indicators are available bed-place capacity per 1,000 inhabitants, average length of stay, and bed-place and room occupancy.

Room occupancy stood at about 75% in 2018, which was the highest level on the chart. The occupancy of bed-places was lower but about 55%. Missing data or failure to track trends is implied from the fact that there are no data points indicated for the years 2019 to 2022. Overall, however impressive are 2018 hotel occupancy statistics, the lack of data after ensuing years hampers looking into longer trends in detail.

7.0 Tourism Policy Recommendations

1. New regulations in making visas, especially about the balance in the bank. Because most tourists are individuals or backpackers with limited budgets.
2. Create training programs funded by the government that partner with hospitality and tourism colleges to train workers, especially in areas suffering labor shortages as a result of Brexit.
3. Government can introduce an "outbound tourism consumption subsidy policy" to provide certain consumption subsidies to consumers who travel abroad, such as cash rebates and offer benefits in aspects like transportation, accommodation and shopping.
4. The UK government can strengthen the efforts towards strengthening existing historical heritage institutions in the UK through financial support and research studies that can provide added value to cultural tourism in the UK.

8.0 Conclusion

This study aims to analyze the tourism situation in the UK from 2018 to 2022, including inbound tourism, domestic tourism, outbound tourism, and related comprehensive indicators. According to our research results, the UK tourism market experienced clear changes during this period, which is largely due to the impact of the COVID-19.

For example, inbound tourism experienced a sharp decline in 2020 and 2021, and only began to slowly recover in 2022. Domestic tourism became short distance and high frequency, while outbound tourism has also greatly reduced the number of tourists and expenses.

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