The development of mass tourism

In the nineteenth century tourism and especially foreign tourism was a luxury reserved for the aristocracy. In the twentieth century this changed with sufficient leisure time, money and cheap travel costs to turn tourism into a mass industry. By 1925, 1.5 million working-class employees had access to paid holidays and bank holidays as a result of Liberal and Labour social reforms. The legislation created opportunities for the tourism industry to expand. Holidaymakers began to adopt new holiday experiences.

Tourism for the wealthy

Sailing was popular amongst the wealthy. Many went to resorts for good health and few went abroad.

Tourism in the 1930’s

The growth in the affordability of cars meant the development of tourism. By 1936 coaches transported 82 million passengers to rural parts of Britain, and by 1939 there were 2 million cars on the road. Scotland, the lake district and north wales were the most popular destinations for caravanners, campers and hikers with 72,000 people visiting the Lake District during the 1930’s. in the 1930’s boarding houses and holiday camps grew in these new resorts to accommodate for the growth

The Boarding House: a cheaper option. By the 1920’s there were 4,000 boarding houses and many families returned to the same establishment year after year.

Butlin’s: in 1939 the Skegness and Clacton campus were providing a holiday for 100,000 visitors a year. By 1960 six more holiday camps had been built, yet during the 1970’s visitors began to decline. This was mainly due to the regimented nature of the time there. Tastes gradually changed due to a rising living standard.

Foreign Tourism in the 1950’s to 1970’s

The beachfronts of Spain and Portugal transformed into holiday towns. The combination of cheap accommodation, flights and hot weather saw swarms of British people holidaying abroad. During the 1960’s the government prevented Britons £50 out of the country in order to keep the pound strong. In 1971 British people took 4 million holidays abroad, rising to 13 million a decade later.

Changing tastes

The growth in overseas travel allowed many British people to experience foreign countries in a way that would not have been possible a generation before. The rising living standards and attitudes towards European countries and a gradual change in the often insular attitudes of British attitudes.

New Forms of tourism

Caravanning: in 1934 there were over 90 types of caravan available to the buying public. Caravan holidays accounted 20% of all holidays taken in the 1960’s. Over half population had participated in caravan holidays by the 1970’s. Created a greater market for domestic tourism within Britain.

The ‘Hippy Trail’: young people searched for a more ‘authentic’ experience and rejected the overt materialism usually found in the holiday towns. Its existence of the Hippy trail demonstrates that opinions and attitudes towards leisure was incredibly diverse.

Leisure and Class: 25% had no holiday pay or entitlement.