



## **10 Positive Aspects of Tourism in Great Britain According to Residents**

This document outlines the 10 positive aspects of tourism in Great Britain according to residents, based on recent data and research (2023–2025).

### **1. Economic Growth and Employment**

Tourism significantly contributes to the British economy, generating £280 billion in 2024 (10.3% of GDP) and supporting over 4.1 million jobs (11.3% of total employment). This helps sustain local communities, especially in rural and coastal areas.

Source: [[WTTC, 2025](#)], [[VisitBritain, 2025](#)]

### **2. Revitalization of Rural and Peripheral Areas**

Tourism has enabled the economic revival of less developed regions, such as the North East of England and Scotland, creating new job opportunities and infrastructure investments.

Source: [[VisitBritain, 2025](#)]

### **3. Enhancement of Cultural Heritage**

Events like Eurovision 2023 in Liverpool and local festivals have strengthened the cultural identity of cities, attracting visitors and promoting the preservation of traditions, museums, and historic sites. Source: [[VisitBritain, 2025](#)]

### **4. Support for Local Small Businesses**

Tourism benefits small businesses, such as restaurants, artisan shops, and bed & breakfasts, which directly profit from visitor spending. This helps keep local economies alive and preserves regional uniqueness. Source: [[VisitBritain, 2025](#)]

### **5. Improvement of Infrastructure**

Investments in the tourism sector have led to enhanced public infrastructure, including transport, roads, and services, benefiting both tourists and residents.

Source: [[GOV.UK, 2021](#)]

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## 6. Promotion of Environmental Sustainability

The government and tourism businesses are adopting sustainable practices, such as renewable energy use, waste reduction, and public transport promotion. This contributes to improving environmental quality for residents as well.

Source: [[Travel and Tour World, 2024](#)]

## 7. Increased Social Cohesion

Tourism fosters cultural exchange and promotes social cohesion, particularly in multicultural cities like London, Manchester, and Edinburgh. Events and festivals create opportunities for interaction and integration.

Source: [[VisitBritain, 2025](#)]

## 8. Valorization of National Parks and Natural Areas

National parks and nature reserves, such as the Lake District and the Scottish Highlands, benefit from tourism, which funds their maintenance and protection, ensuring access to green spaces for both residents and visitors.

Source: [[VisitBritain, 2025](#)]

## 9. Innovation and Digitalization

The tourism sector has accelerated the adoption of digital technologies, such as online bookings, guided tour apps, and virtual reality, enhancing the experience for both tourists and residents who use these services. Source: [[Nature, 2023](#)]

## 10. Greater Environmental Awareness

Thanks to sustainable tourism, residents have become more aware of the importance of environmental protection and biodiversity. Initiatives like '30by30' (protecting 30% of land and seas by 2030) are supported by local communities, who recognize their long-term benefits.

Source: [[GOV.UK, 2024](#)], [[House of Lords, 2025](#)]

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