

## **TOURIST INDUSTRY IN THE UNITED KINGDOM**

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*У роботі розглянуто природні умови Великобританії і туристичну діяльність у цій країні.*

The United Kingdom of Great Britain and Northern Ireland is a sovereign state located off the north-western coast of continental Europe.

Historically the territory of the United Kingdom is divided into four parts: England, Scotland, Wales and Northern Ireland. The total area of the United Kingdom is 244 square kilometers.

Great Britain is situated in the temperate zone of Europe. The nature of Great Britain is greatly affected by the sea: there is no place situated more than 100-120 km from the seashore, in the northern parts only 40-60 km.

Great Britain enjoys the humid and mild marine West-Coast climate with warm winters and cool summers and a lot of rainfall throughout the year.

The British are enthusiastic about mobility. They regard the opportunity to travel far and frequently as a right.

Tourism is one of the largest industries in the UK, worth approximately £74 billion in 2010 and supporting around 2.1 million jobs. Tourism accounts for 4.5% of the UK economy.

There were 22.8 million overseas visits to the UK in 2010. Also in 2010, there were 163 million domestic trips and the expenditure for these trips was £26.1 billion.

Britain is one of the world's leading tourist destinations. Britain's tourism industry is big business - £53 billion each year - and it's growing all the time. Tourism has accounted for one in six of all new jobs created in the last 10 years.

Britain boasts a huge range of places to stay - from the simplest cottage to the five star luxury of its top hotels. Guest houses, inns, bed and breakfasts, and holiday centers help ensure that Britain can offer accommodation to suit every taste and every pocket. When it comes to eating and drinking the choice is, if anything, even wider. Britain's restaurants are now considered to be among the best in the world/

Britain has a great deal to offer visitors, and the tourism industry is a major asset to the country. The Government is keen to create an economic climate in which the industry can flourish. Millions of visitors from around the world come to Britain each year to enjoy its scenic countryside and coastlines and its wealth of historic towns, cities and buildings.