MEĐIMURSKO VELEUČILIŠTE U ČAKOVCU
STRUČNI STUDIJ MENADŽMENT TURIZMA I SPORTA

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LONDON-ITS HISTORICAL IMPORTANCE AND ITS TOURISM TODAY

ZAVRŠNI RAD

ČAKOVEC, 2015.
Zahvala:
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ABSTRACT

The subject of this final paper is London and its historical importance and its tourism today. Tourism has become a huge part of modern people’s lives since it offers opportunities to get to know more of unknown places. The United Kingdom’s largest and capital city is London. London as one of the world's most visited cities has something for everyone. London contains four World heritage sites on UNESCO's list. London is home to many museums, sporting events, tourist attractions and cultural institutions that are interesting for numerous visitors that visit London every year. London has a diverse range of population and cultures and is famous as a multicultural city. London is a global city and also an important banking and financial centre. Its tourism is one of the prime industries that contribute to London's economy. Even though London and its population had to face many difficulties through its history, with its famous rulers it became what it is today, one of the most important tourist and financial centers in the world. The main part of this final paper is directly focused on London's history and its tourism and it shows how it became one of the most popular cities in the world and how it developed its economy.

Key words: London, tourism, United Kingdom, history, UNESCO, economy
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1. INTRODUCTION

Nowadays we are all changing places. We move or travel from one destination to another. When people think of their visit to another country, they value its advantages and disadvantages and look for ideal destination. Tourism provides entertainment for some people and for others it is understanding and learning about other people’s way of life, cultures and traditions. London offers all of the above.

When visiting London you can learn about its rich history that was filled with many different rulers, and how they affected the United Kingdom during their reign. There is a large number of museums where you can learn how London was founded and how it became one of the most popular cities in the world. In London, tourist can spend a relaxing day in nature, walk through parks that are garnished with lakes, monuments and benches they can sit and relax on. Famous buses, double-deckers are driving through the streets and red telephone booths can be seen on every corner of London. Famous and important historical buildings are symbols of London as are Big Ben, Houses of Parliament and river Thames that flows through London. London has a different range of population and is known as a multicultural city. London has changed through years and it became one of the most popular tourist and business centres of the world. Many attractions and historic venues make London a top destination for international tourism.

Tourism takes a huge part in economy of United Kingdom and London. It is one of the largest industries in United Kingdom and it brings a lot of money to its economy. Tourism in London is managed well and it plays a positive role in the cultural, economic, socio and environmental development of the destination and it represents a development opportunity for its economy.
2. TOURISM

People are curious and travel for pleasure to see historical buildings, natural beauty and everything else that makes one country special and worth visiting. Tourism is more than just a travel. It is a travel to another destination for the purposes of recreation, business, health, vacation, education or leisure. Desire for travel has boosted tourism in modern times. (https://en.wikipedia.org/wiki/Tourism)

Over the years there were a lot of definitions about what tourism actually is. Hunziker and Krapf defined tourism as the sum of phenomena and relationships arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence and are not connected to any earning activity. (http://tourism.askdefinebeta.com/)

According to the World Tourism Organization, tourist is a visitor whose visit is for at least one night and whose main purpose of visit is classified under one of the following groups: leisure and holidays, business and professional and other tourism purposes. (https://en.wikipedia.org/wiki/Tourism)

2.1 Types of tourism

The type of tourism depends on tourists’ reason for travel. Tourists travel to domestic or international destinations. Domestic tourism involves residents that travel only within their country. International tourism involves tourists that travel outside of their region and home country. Inbound tourism involves non-residents travelling within their country and outbound tourism involves residents that travel within another country.

(http://www.bbc.co.uk/bitesize/ks3/geography/human_processes/tourism/revision/3/)

Most popular types of tourism are:

- Health/medical tourism: travelling to another country to receive medical care
- Cultural tourism: travelling to experience history, culture and tradition of people
• Ecotourism: travelling to experience nature
• Religious tourism: travelling in groups or individually for pilgrimage and visiting places of spiritual significance
• Nautical tourism: travelling to participate in sailing and boating
• Sports tourism: travelling to participate or watch sporting events
• Adventure tourism: travelling to participate in physical challenges
• Mass tourism: large number of tourists travelling to one place (Franklin, 2003)

2.2 Tourism as industry

In today’s world tourism is recognized as an industry that promotes international understanding, creates employment opportunities and helps in improving infrastructure. Foreign tourists bring a lot of money to the countries they visit, and that is how tourism becomes a source of income for the countries they visit. Many countries spend a lot of money on tourism and promotion to attract new and ensure returning of old tourists. (Franklin, 2003)
3. UNITED KINGDOM

Official name of the United Kingdom is the United Kingdom of Great Britain and Northern Ireland. The United Kingdom is composed of Northern Ireland and the island of Great Britain that consists of England, Scotland and Wales. The capital and largest city in the United Kingdom is London which is also the capital of England. Other countries also have their capital cities: capital of Scotland is Edinburgh, capital of Wales is Cardiff and capital of Northern Ireland is Belfast. (http://www.britannica.com/place/United-Kingdom)

Picture 1: Map of the United Kingdom

Source: https://upload.wikimedia.org/wikipedia/commons/f/f2/United_Kingdom_labelled_map7.png

The population of the United Kingdom is approximately 63.7 million people. It has 29 sites inscribed on the UNESCO World Heritage list. The United Kingdom is the eighth largest international tourism destination ranked by visitor numbers and seventh largest international tourism destination ranked by visitor expenditure. (http://www.tourismalliance.com/downloads/TA_365_390.pdf)
3.1 Queen Elizabeth II

Head of the state is Queen Elizabeth II, who became queen in 1952 after the death of her father George VI. She is 89 years old and Britain’s longest-lived and world’s oldest reigning monarch. Next in line to take over the British throne is her son Prince Charles, The Prince of Wales\(^1\) who will become king after his mother retires, dies or abdicates the throne. She lives in Buckingham palace which has been used as a royal residence of Britain’s monarchy since 1837. On September 10\(^{th}\) 2015, Queen Elizabeth II became the longest reigning monarch of the United Kingdom, overtaking that title from Queen Victoria\(^2\). (http://www.biography.com/people/queen-elizabeth-ii-9286165)

3.2 London

The capital of the United Kingdom is situated in the South East of England with a population of over 8 million people. It is one of the most popular tourist destinations, visited by millions of tourists from all around the world. In fact, international travel surveys consistently rank London as one of the most popular tourist destinations in the world. (Leapman, 2011)

London’s Heathrow Airport is the busiest airport in Europe with total number of 73.4 million visitors in 2014. If you combine the passenger traffic of all the airports in city then London has the busiest airport traffic in the world. People travel to London to discover its famous attractions, view monuments and explore the culture and the history of the city. (Wallenfeldt, 2014)

We can say that London is a city of foreigners. London has a different range of people, religion and cultures and more than 300 languages are spoken in London which is more than in any other city in the world. London is ethnically and linguistically

\(^1\) A title granted to the heir apparent of the British monarch
\(^2\) Queen Victoria (1819 – 1901), a great-great grandmother of Queen Elizabeth II, accessed to the throne when she was only 18, ruled for 63 years and 7 months until she died at the age of 81
Europe’s most diverse metropolis that offers cultural and culinary delights from across the world. (http://www.anewdirection.org.uk/blog/economic-and-cultural-diversity-in-london)

London has been the principal residence of British monarchs as well as a centre of business and government, and it is rich in historic buildings and other treasures from all periods of history. In addition to its diverse range of museums, galleries, churches and monuments, London is an exciting city that provides entertainment for everybody. The river Thames runs through the city and it offers a great way to see the city with river buses and river cruises. (Leapman, 2003)
4. THE HISTORY OF LONDON

This chapter is a brief summary of the most important moments in the history of London. Its recorded history goes back to Roman times and encompasses the lives of political figures such as William the Conqueror, Queen Victoria, and Queen Elizabeth II, as well as those of William Shakespeare and the other authors who created one of the world's greatest bodies of literature. It is also described how London dealt with problems and illnesses that affected its population.

4.1 Roman Invasion (AD43-AD450)

In AD43 Great Britain was invaded by the Roman army. London was founded by the Romans during the invasion and it was called Londinium. First mention of London was in AD60 when London was burned to the ground after the conflict of Queen Boudica who fought the Romans who ran away. Soon after, the Romans came back and rebuilt London. They started building the wall around the city for protection from further invasion and they also built a bridge across the river Thames. Londinium quickly became an important trading centre for goods. The city started to grow more and more over the next century reflecting the increasing importance of trade in London. (Porter, 1995)

4.2 Anglo-Saxons Invasion (5th century-1066)

At the beginning of the 5th century, the Romans left and the number of inhabitants was reduced drastically and large areas of the city were left in ruins. In the meantime, Britain was invaded by the Anglo-Saxons. St Paul’s Cathedral was founded in London in 604. By the late 7th century trade began to expand and the city grew again. (Wallenfeldt, 2014)

3 It means Anno Domini in Latin and it refers to the years after the birth of Jesus Christ
4.3 Medieval London (1066-1485)

In 1066 Britain was invaded by the Normans who were led by William the Conqueror. He fought against Harold, the Anglo-Saxon king of England and won. He was crowned the King of England on Christmas day 1066 in a newly built Westminster Abbey. Shortly after his coronation he started building new fortresses within the city of which the most famous was the Tower of London, which was also used as a defence fortress. After establishment of William’s court the historic division started between London’s centre of commerce (the City) and the government (Westminster). After William the Conqueror’s death his son William II began the construction of the Westminster hall, the oldest part of the Palace of Westminster which was used as the prime royal residence through the Middle age. London quickly replaced Winchester as the capital of England. In 1240 first Parliament sat in Westminster and became a seat of government. In the middle of 14th century fire and plague were a constant threat to the population of London. “The Black death” killed almost half of London’s population. (Porter, 1995)

4.4 Tudors and Stuarts London (1485-1715)

Under the Tudor monarchs, London was a popular place to live because it was the centre of industry and trade, home of the government and the royal court, the centre of literature and arts and the largest city in Western Europe. Queen Elizabeth I became the queen of England in 1558 and was the last monarch of the Tudor dynasty. She established English protestant church. Her reign is known as Elizabethan era in which she was committed to preserving English peace and stability and helped unify the nation against foreign enemies. Elizabethan era was famous for flourishing of English drama led by a writer William Shakespeare. It was the time of Shakespeare, famous for his plays performed at the Globe theatre. In 1600 the number of population reached 200 000. Londoners suffered from a great number of diseases: tuberculosis, plague. In 15th and 16th century Great Britain started establishing colonies and trade networks overseas in America and Asia. (Leapman, 2003)

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4 Alternative name for plague
4.4.1 The Great Plague (1665)

In 1665 happened the worst outbreak of plague since the Black death. Rats carried the fleas that caused the plague. They were attracted by city streets filled with rubbish and waste, especially in the poorest areas. Rich people, because most of them were able to, escaped from London so they wouldn’t get infected. The poorest people stayed in London with the infected ones and in the end they also got infected and died. More than 70 000 people died of plague. A lot of people lost their jobs because all trade with London was stopped. (Porter, 1995)

4.4.2 Great fire of London (1666)

In 1666 a small accidental fire caused the Great fire of London which lasted for four days and destroyed almost two-thirds of London. It was the worst fire in London’s history. Most London houses were made out of wood so once the fire started it spread quickly. Thousands of citizens were homeless and financially ruined. Sir Christopher Wren\(^5\) made a first design for a dome for St Paul’s Cathedral in 1666. After a great fire he made a plan for rebuilding London but it was rejected because the property owners insisted on keeping the sites of their destroyed buildings, and the costs of rebuilding were too high. In 1675 he proposed a new design for St Paul’s Cathedral which was accepted by the king, and few month later building of cathedral started. The construction was completed in 1710. After the fire, it took 50 years to rebuild London again. (Porter, 1995)

4.5 18\(^{th}\) century

In the 18\(^{th}\) century, the Industrial Revolution caused for London to evolve gradually into a highly urbanized and industrial region. Industrial revolution is a process of change from handicraft to economy dominated by industry and machine manufacture. The process began in Great Britain in the 18\(^{th}\) century and it spread to the other parts of

\(^5\) Sir Christopher Wren (1632-1732), an English scientist and one of the most popular architects
the world. It was a fundamental change in the way goods were produced and it changed the way people lived. The most important changes of the Industrial Revolution were the invention of machines to do the work of hand tools, the use of steam engines to run the machines and the adoption of the factory system. (http://www.history.com/topics/industrial-revolution)

4.6 19th century

At the beginning of the 19th century, London was the largest city in Europe. London continued to grow rapidly, in geographical size, in the number of inhabitants and in economic power. At the time of the first census in 1801 London had a population of one million and half century later it had more than two million. (Leapman, 2011)

4.6.1 Victorian age (1837-1901)

Queen Victoria was the first English monarch to see her name given to the period of her reign whilst still living. In 1837, at the age of 18, she became Queen. She is associated with Britain’s great age of industrial expansion and economic progress. Queen Victoria’s 63 year long reign is the longest of any female monarch in history. Her reign was marked with advances in industry, communications and science (Darwin’s theory of relativity). The clock tower of the Houses of Parliament known as Big Ben was built in 1859. The national railway network stimulated travel and leisure opportunities for all. The progress of science led to significant changes in medicine with increased specialization in surgery and hospital building. Many of buildings today were built in Victorian times. Most famous is probably the Houses of Parliament, built in 1834 after a fire destroyed the original buildings. (Porter, 1995)

4.6.1.1 British Empire and its effect on economy

The British Empire comprised the colonies and other territories ruled or administrated by the United Kingdom. The British Empire made colonies in India, Asia,
Australia and Canada and gradually started expansion on the whole world. The empire was vital for trade and during the reign of Queen Victoria, at the height of the British Empire, British ports were full with ships arriving carrying the goods that were processed and sold making Britain a wealthy nation. The Great Exhibition of 1851, the very first World’s Fair, was a celebration of the diversity and richness of the Empire. The years 1815 to 1914 are referred to as Britain’s imperial century in which the empire had included over 33 million kilometres square of territory and more than 450 million people. Territories included in United Kingdom were: Dominion of Canada, Commonwealth of Australia, Indian empire, Anglo-Egyptian Sudan, Nigeria, Union of South Africa, Sri Lanka, Gibraltar, New Zealand and many others. Britain had control over its colonies and a dominant position in the world trade. The phrase “The empire on which the sun never sets” was often used to describe the British empire, because its expansion around the world meant that the sun was always shining on at least one of its territories.

4.7 Modern London

London continued to grow in population and spread during the 20th century. There was a lot of damage done to London and its buildings during the Second World War with some of the worst damage being done to St Paul’s Cathedral. In February 1952 Queen Elizabeth II accessed to the throne. During 1960s, London has started changing rapidly. It became officially larger when it became Greater London, a region of England that consists of 33 districts, 32 boroughs and City of London with a total number of population 7.9 million. 1970s were bad for London’s economy since more than half of inner-docks were closed and a lot of people were jobless. Unemployment in London rose from 196 000 people in 1971 to approximately 400 000 people in 1976. In 1980s London started to recover as banking and financial service industries took over the role previously taken by the docks. London’s banking and financial services grew more and more in the decade and it boosted not only London’s economy but the whole British economy. In 1990s multicultural population grew and it had a younger population. By the end of the century banking and financial services accounted for 22%
of London’s overall economy. The Londoners marked the end of the century by building the Millennium wheel which gives the best far-reaching views of London.

4.7.1 Population

With increasing industrialisation, London’s population grew rapidly in 19th and 20th century. According to 2001 census when London had 7.1 million residents, only 5.2 were actually born in the United Kingdom. The remaining two million residents were born outside the United Kingdom. The most common country of birth for residents born outside UK was India and Ireland. London is also a diverse city when it comes to religious belief. In 2001 it was recorded that 58.2 % of Londoners considered themselves to be Christian, 8.5% considered themselves Muslim, 4.1% Hindu, 2.1% Jewish, 1.5% Sikh, 0.8% Buddhist and 0.2% other, while 15.8% stated they had no religion. Almost half of all ethnic minorities in the UK lives in London. They speak around 300 different languages and give a great example of acceptance and cooperation between different cultures. Level of education and skills for almost all ethnic groups have not been equal in terms of employment and work even though they have great results in school and tend to be among students with higher results. (https://www.cityoflondon.gov.uk/services/environment-and-planning/planning/development-and-population-information/demography-and-housing/Documents/City-of-London-census-2001-demographic-information.pdf)

4.7.2 Economy

While in 19th century manufacturing industries held the dominant position in industry of London, nowadays the dominant sectors are business and financial services, tourism and trade. The port of London handles 48 million tonnes of cargo every year. London is home to many banks and financial institutions. Some of the major financial institutions have their headquarters in London:

- Bank of England: UK’s central bank
- London Stock Exchange: largest stock exchange in Europe, and the fourth largest in the world
- London bullion market: world’s largest market for wholesale trading in gold and silver
- Barclays: financial institution that offers retail, commercial and investment banking

London is one of the most technologically advanced cities in the world. Huge number of financial transactions happens electronically every day through its financial services industry. London is also one of the leading cities in the fashion world and it hosts one of the most famous fashion events in the world, London fashion week. The city has a GDP\(^6\) of over £565 billion, which is almost 17% of the UK’s total GDP. (http://www.uncsbrp.org/economicdevelopment.htm)

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\(^6\) Gross domestic product
5. TOURISM IN LONDON

London offers a lot of famous tourist attractions and places to visit and is also a home to many historical landmarks and monuments that were a part of rich British history. Tourism is one of the prime industries that contribute to London’s economy and it was industry that helped UK’s economy recover after the Global Financial Crisis in 2008.

5.1 Thomas Cook

Even though British tourism started with the medieval pilgrimage, Thomas Cook made a difference when he organized first package tour in history which brought thousands of tourist in London. Thomas Cook was the founder of a travel company Thomas Cook & Son. It is believed that he is the father of tourism. He got the idea for transporting people from one place to another when he was walking from Leicester to Loughborough to attend a meeting. In 1841 he arranged a special train in cooperation with Midland Counties Railway that drove 500 people from Leicester train station to Loughborough. They paid 1 shilling and got train travel, food, afternoon tea and band entertainment. And that is how modern tourism started in the United Kingdom. In the next few years he organized railway excursion for profit and trips from England to Scotland, Ireland and Wales. (https://www.thomascook.com/thomas-cook-history/)

5.1.1 The Great exhibition of 1851

The Great Exhibition was made by the idea of Prince Albert, Queen Victoria’s husband, to display wonders of industry, manufacturing and technology and expansion of the British Empire. In 1851 Thomas Cook organized trips to the Great Exhibition that took place in Crystal Palace in Hyde Park in London and it is believed that this was the beginning of London’s tourism. Cook arranged accommodation and transport for more than 150 000 people during the six months of the exhibition. This was one of the largest movements of people in the United Kingdom. Thomas Cook made a lot of change in tourism: he made travelling faster, cheaper and more comfortable and he made it
possible for working and middle class to travel for the first time. Previously it had been the privilege of the upper classes only. (Porter, 1995)

5.2 UNESCO Heritage Sites

UNESCO, or the United Nations Educational, Scientific and Cultural Organization is a specialized agency of the United Nations that seeks to encourage the identification, protection and preservation of cultural and natural heritage around the world considered to be of outstanding value to humanity. UNESCO’s main purpose is to collaborate among nations through education, science, culture and communication. UNESCO heritage sites are special because they tell a story about a history of each monument. They are important for tourism since they are visited by a number of tourists that grows every year and we can say that they are the symbols of a country they are situated in. A world heritage site is a place that is listed on UNESCO’s list as a place of special cultural and physical significance (http://whc.unesco.org/en/about/).

London has four sites on UNESCO heritage list:

- Palace of Westminster and Westminster Abbey including Saint Margaret’s church
- Tower of London
- Maritime Greenwich (1997)

5.2.1 Palace of Westminster and Westminster Abbey including Saint Margaret’s church

The Palace of Westminster and Westminster Abbey including Saint Margaret’s church are representation of English Gothic art and symbols of parliamentary monarchy. This complex was enlisted on UNESCO World Heritage Site in 1987.
5.2.1.1 Palace of Westminster

The Palace of Westminster is also known as the Houses of Parliament and it is the centre of British government and also the place where two houses of the parliament meet, the House of Commons and House of Lords of the United Kingdom. In 1042 St Edward the Confessor started building the palace of Westminster. It is the oldest royal palace in London, almost 900 hundred years old, a world heritage and one of the most recognized buildings in the world. It is located on the left bank of the river Thames. The clock tower at the palace of Westminster is the most famous clock in the world and ultimate symbol of London. People believe that the tower is called Big Ben but it is actually the name of the bell inside the clock tower. Houses of Parliament was ranked 6th on list of most visited paid attractions in London in 2014 with 1.25 million visitors. (Leapman, 2003)

Picture 2: The Palace of Westminster and Big Ben

Source: http://i.telegraph.co.uk/multimedia/archive/02604/westminster_2604123b.jpg
5.2.1.2 Westminster Abbey

Westminster Abbey is a gothic church situated west of the Palace of Westminster. The Abbey contains one of the most impressive collections of monuments in the world. It is very significant for British history and it was used for numerous royal occasions. After the coronation of William the Conqueror in 1066 it has become the coronation church for kings and queens that ruled the United Kingdom. The Abbey is also a place where many famous British monarchs got married (Queen Elizabeth II got married to Prince Phillip, their grandson Prince William married Catherine Middleton) and a place where you can see tombs of the members of the royal family. Today, it is a church dedicated to regular worship and to the celebration of great events in the life of the nation. (http://www.westminster-abbey.org/home). In 2014 Westminster Abbey was visited by 1.78 million visitors and was ranked second on the list of most visited paid attractions.

5.2.1.3 Saint Margaret’s church

St Margaret’s church is situated between Westminster Abbey and Palace of Westminster. This church was used as a venue for political and society weddings (Winston Churchill’s and his wife’s Clementine). It is also called the parish church of the House of Commons. (http://www.westminster-abbey.org/st-margarets-church/highlights)

5.2.2 Tower of London

The Tower of London is a royal fortress more than a thousand years old. The tower is a compound of structures built at various times for varying purposes. The oldest is White Tower build by William the Conqueror in 1078. The Tower of London had a huge impact on British history. It was used as a symbol of oppression in 11th century, in the Middle ages it was used as a prison and a place of execution for politically related crimes, it was used as a public records office, royal residence after the
coronation and home of the Crown Jewels of England. The fortress was enlisted on UNESCO World Heritage Site in 1988. By the tower is a famous Tower Bridge that consists of two towers and crosses the river Thames. In 2014 Tower of London was visited by 3.08 million tourists and was ranked first on the list of most visited paid attractions. (Wallenfeldt, 2014)

5.2.3 Maritime Greenwich

Greenwich is located in East London on the river Thames. The Maritime Greenwich comprises the historic town centre, Royal Park, Queen’s House and other related buildings at Greenwich. It is famous for its historical landmarks such as the Royal Observatory, the home of Prime Meridian Line and historic town centre. The royal Observatory was established in Greenwich in 1675 and its main purpose was to be

7 Jewelry worn by the sovereign of the United Kingdom during the coronation ceremony and other state functions
8 Meridian in geographical coordinate system at which longitude is defined to be 0°
the first national centre for researching astronomy. Royal Observatory is surrounded by Greenwich Royal Park. (Wallenfeldt, 2014)

5.2.4 Royal Botanical Gardens

London has one of the world’s greenest city centres. Every London park has its own charm and character. Royal Botanical gardens are home to thousands of elegantly arranged plants and world’s largest collection of living plants. Gardens are surrounded by lakes, pavilions, and museums. The Gardens at Kew were a royal garden in 1751. Since then all the plants that can be seen in the Gardens were being collected from around the world and there can be seen some of the world’s rarest species. Number of tourists that visit the gardens is increasing every year. (Wallenfeldt, 2014)

5.3 Most popular tourist attractions

Top 10 London most visited paid attractions according to VisitEngland.com (https://www.visitengland.com/sites/default/files/most_visited_20_paid_london_2014.pdf) are:

1. Tower of London
2. Westminster Abbey
3. St Paul’s Cathedral
4. Royal Botanical Gardens
5. ZSL London Zoo
6. Houses of Parliament
7. Royal Academy of Arts
8. Royal Observatory Greenwich
9. Tower Bridge Exhibition
10. Hampton Court Palace
Table 1: Top ten most visited paid attractions

<table>
<thead>
<tr>
<th>Rank</th>
<th>Name of Attraction</th>
<th>Category</th>
<th>2013 Visitors</th>
<th>2014 Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Tower of London</td>
<td>Historic Properties</td>
<td>2,894,698</td>
<td>3,081,539</td>
</tr>
<tr>
<td>2</td>
<td>Westminster Abbey</td>
<td>Places of Worship</td>
<td>2,020,657</td>
<td>1,786,106</td>
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<tr>
<td>3</td>
<td>St Paul’s Cathedral</td>
<td>Places of Worship</td>
<td>2,138,130</td>
<td>1,782,741</td>
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<tr>
<td>4</td>
<td>Royal Botanic Gardens, Kew Gardens</td>
<td>Gardens</td>
<td>1,325,917</td>
<td>1,367,997</td>
</tr>
<tr>
<td>5</td>
<td>ZSL London Zoo</td>
<td>Wildlife</td>
<td>1,294,483</td>
<td>1,318,521</td>
</tr>
<tr>
<td>6</td>
<td>Houses of Parliament</td>
<td>Historic Properties</td>
<td>1,041,000</td>
<td>1,263,326</td>
</tr>
<tr>
<td>7</td>
<td>Royal Academy of Arts</td>
<td>Museums &amp; Art Galleries</td>
<td>1,015,505</td>
<td>824,793</td>
</tr>
<tr>
<td>8</td>
<td>Royal Observatory Greenwich</td>
<td>Museums &amp; Art Galleries</td>
<td>798,804</td>
<td>785,983</td>
</tr>
<tr>
<td>9</td>
<td>Tower Bridge Exhibition</td>
<td>Historic Properties</td>
<td>555,000</td>
<td>546,659</td>
</tr>
<tr>
<td>10</td>
<td>Hampton Court Palace</td>
<td>Historic Properties</td>
<td>663,407</td>
<td>566,457</td>
</tr>
</tbody>
</table>


On this list of top ten most visited paid attractions are also some of the sites enlisted on the UNESCO heritage site list. First on the list of top ten most visited paid attractions is Tower of London with 3.08 million visitors in 2014 which is almost 200 000 visitors more than a year before as seen in Table 1. Second is Westminster Abbey with 1.78 million visitors in 2014, which is 135 000 less than a year before. Third is St Paul’s Cathedral with 1.78 million visitors in 2014, which is 350 000 less than in 2013. Fourth is Royal Botanical Gardens with 1.36 million visitors in 2014, which is 50 000 more visitors than a year before. Fifth is ZSL London Zoo with 1.31 million visitors, 20 000 less than in 2013. In the table can be seen that some of attractions still keep their number of visitors and that number is growing more and more, and some of them had a decline in their number of visitors in the year of 2014. (https://www.visitengland.com/sites/default/files/most_visited_20_paid_london_2014.pdf)

5.3.1 London Museums

London Museums are among the best in the world. Museums included on this list have a free entrance and that is why they are the most visited attractions in London. British museum is ranked first on the list of the most visited free attractions with 6.6 million visitors in 2014 as seen in Table 2. It is popular since 1750 when it was country’s first and only public museum and it has a collection of total 8 million objects. It is the most popular because it tells a story of the history of the world, art and culture,
and there can be seen Egyptian statues, plenty of mummies and monuments from ancient history.

The National Gallery is ranked second on the list with 6.4 million visitors in 2014. It is an art museum and has a collection of over 2300 paintings painted by Leonardo da Vinci, Rembrandt, Van Gogh and many others famous painters.

Tate Modern is ranked third on the list with 5.7 million visitors in 2014. Tate Modern has four major sites and national collection of the British art from 15th century to the present day and also international modern contemporary art, which includes nearly 70,000 artworks.

Natural history museum is ranked forth on the list with 5.3 million visitors in 2014. It is famous for its collection of animals: mammals, dinosaurs, birds, reptiles and more.

Victoria and Albert museum is ranked fifth on the list with 3.6 million visitors in 2014. Victoria and Albert Museum is named after Queen Victoria and her husband Albert and was founded in 1852. It is a museum of art and design and it represents more than 3000 years of human creativity with more than 4.5 million objects in its collections. (Leapman, 2003)

Table 2: Most visited free attractions

<table>
<thead>
<tr>
<th>Rank</th>
<th>Name of Attraction</th>
<th>Category</th>
<th>2013 Visitors</th>
<th>2014 Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>British Museum</td>
<td>Museums &amp; Art Galleries</td>
<td>5,701,036</td>
<td>6,585,213</td>
</tr>
<tr>
<td>2</td>
<td>National Gallery</td>
<td>Museums &amp; Art Galleries</td>
<td>5,031,574</td>
<td>5,416,724</td>
</tr>
<tr>
<td>3</td>
<td>Tate Modern</td>
<td>Museums &amp; Art Galleries</td>
<td>4,884,939</td>
<td>5,785,427</td>
</tr>
<tr>
<td>4</td>
<td>Natural History Museum</td>
<td>Museums &amp; Art Galleries</td>
<td>5,356,884</td>
<td>5,388,295</td>
</tr>
<tr>
<td>5</td>
<td>Victoria and Albert Museum, South Kensington</td>
<td>Museums &amp; Art Galleries</td>
<td>3,758,434</td>
<td>3,651,450</td>
</tr>
</tbody>
</table>

5.3.2 London Eye

Coca Cola London Eye is the largest observation wheel in Europe (135m). It is very popular modern tourist attraction and it gives tourists a chance to observe the city from above. London Eye was built as a part of London’s millennium celebration. On a clear day it can be seen up to 40 kilometres in all directions. The 32 capsules on the London Eye represent 32 London boroughs. Approximately 3.75 million tourists visit Coca Cola London Eye every year. (http://www.telegraph.co.uk/travel/destinations/europe/uk/london/10801520/London-Eye-complete-visitor-guide.html)

Picture 4: Big Ben and London Eye


5.3.3 Buckingham Palace

Buckingham Palace is the official London royal residence of the monarch, and has been since accession to the throne of Queen Victoria in 1837. Buckingham Palace has 775 rooms and is also a venue for royal ceremonies and is used for official events and receptions held by the Queen. When the Royal Standard flag is flying from the roof
of the Buckingham Palace it means that the queen is in the residence. In August and September, while the royals are away, the Palace is opened for visit. Changing the Guard is attraction in which a new guard exchanges duties and responsibility for protecting Buckingham Palace with the old guard. All the guards that take part in the ceremony are dressed in traditional red tunics and bearskin hats. In the last three years, especially after the wedding of Prince William and Catherine Middleton in 2011 and Queen’s Jubilee in 2012 Palace had a boom in visitor numbers. It was the best attended in 21 years since the Palace was first open to the public. In 2014 Royal Palaces brought almost £55 million from 2.58 million paying visitors. (Wallenfeldt, 2014)

5.3.4 Madame Tussauds

Madame Tussauds is a wax museum and a famous tourist attraction. Museum was founded by wax sculptor Marie Tussaud. It is famous for its life size wax models of celebrities. It has over 300 wax figures. In the museum you can get close and take
photos of A-list celebrities\textsuperscript{9}, sporting legends, politicians, historical icons, Hollywood film legends and the royal family. (Leapman, 2003)

\textbf{5.3.5 St Paul's Cathedral}

St Paul’s cathedral is the Anglican cathedral and the seat of Bishop of London. This church dates from 1677. Its dome is among the highest and most impressive in the world. Golden Gallery offers one of the best views of London. Colourful ceiling is decorated with mosaics that show biblical scenes. They were installed by the orders of Queen Victoria. In the cathedral there are tombs and memorials of British heroes. St Paul’s Cathedral was used for the marriage of Prince Charles and Lady Diana Spencer and also a peace services marking the end of First and Second World War. In 2012 the religious service for Queen’s Diamond Jubilee\textsuperscript{10} was celebrated in the cathedral. (Leapman, 2003)

\begin{figure}
\centering
\includegraphics[width=\textwidth]{St-Paul%E2%80%99s-Cathedral-2199.jpg}
\caption{St Paul’s Cathedral}
\end{figure}

\textsuperscript{9} It refers to a person with admirable or desirable social status
\textsuperscript{10} 60 years of reign
5.4 The London 2012 Olympic Games

This was the third time London hosted the Olympic games. It was also a host in 1908 and 1948 and was the first city that hosted the Olympics three times. 10 700 athletes from around the world participated in the Olympics. More than 3 million tourists visited London in August 2012. Approximately 590 000 tourists who visited London Olympic Games or attended a ticketed event have spent almost a double amount of money than average tourist. Average tourist spends around £650, while tourists during the Olympics spent £1,290 during their visit. After the Olympics it was revealed an increase in both visitor numbers and visitor spend. (http://www.londonandpartners.com/media-centre/press-releases/2013/130419-olympic-year-provides-visitor-boost-to-london-tourism)

Picture 7: London Olympics 2012 logo

Source: https://upload.wikimedia.org/wikipedia/en/thumb/d/de/2012_Summer_Olympics_logo.svg/922px-2012_Summer_Olympics_logo.svg.png
6. TOURISM’S IMPACT ON ECONOMY

Over the last decades, tourism has become a key sector in the world economy; its contribution to balance payments, incomes and employment has significantly increased over time. In today’s world, tourism is an important socio-economic activity. Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. (http://media.unwto.org/en/content/understanding-tourism-basic-glossary). Tourism is now recognized as an industry generating a number of social and economic benefits. It promotes national integration and international understanding, helps in improving infrastructure and creates employment opportunities. Tourism is as much a part of socio-economic development as any other related activity. Even though tourism has a lot of positive impacts on the economic development of a country, there are also some negative impacts which also affect its tourism. (http://www2.unwto.org/agora/indirect-impact-tourism-economic-analysis)

6.1 Positive impacts of tourism

Positive impacts of tourism on a country’s economy include the growth and development of various industries directly linked with a tourism industry, such as transportation, employment, accommodation, wildlife, arts and entertainment. Since 2010 tourism has been the fastest growing sector in the United Kingdom in employment terms. Tourism provides employment in the service industry in areas involving accommodation, transportation and entertainment. (Franklin, 2003)

6.2. Negative impacts on tourism

Jobs that are created are often seasonal and poorly paid. One of the main problems during the season is traffic jams and crowds and also environmental problems. Environmental problems are probably the biggest problem in tourism nowadays. Tourism depends on the environment because it is a major tourism attraction. Tourists
are unaware of the damage they make to monuments and to ecosystem. Flora and fauna is in danger due to tourism expansion. (http://www.markedbyteachers.com/as-and-a-level/geography/the-positive-and-negative-impacts-of-tourism-development.html)

6.3 Prediction on London's tourism

Since 2010 tourism has been the fastest growing sector in employment terms in the United Kingdom. It is predicted that the United Kingdom will have a tourism industry worth over £257 billion by 2025 and that it will support almost 3.8 million jobs. Inbound tourism will continue to be the fastest growing tourism sector and its value is forecast to grow from £21 billion in 2013 to £57 billion by 2025. (http://www.tourismalliance.com/downloads/TA_365_390.pdf)

According to MasterCard 2015 Global Destination Cities Index study that studies how many international visitors arrive and how much these visitors spend on their vacation during their visit, London is ranked first in both categories (http://newsroom.mastercard.com/wp-content/uploads/2015/06/MasterCard-GDCI-2015-Final-Report1.pdf). It is expected that in 2015 London will visit over 18.82 million tourists which is one million tourists more than in 2014. By the number of visitors London is followed by Bangkok, Paris, Dubai and Istanbul. London is also at the top by international overnight visitor spend with $20.23 billion and is followed by New York, Paris, Seoul and Singapore as shown in Table 3.

Table 3: Overnight International visitors

<table>
<thead>
<tr>
<th>Destination City</th>
<th>Country</th>
<th>2015 Overnight International Visitors (millions)</th>
<th>%Δ 2014 &amp; 2015</th>
<th>2015 Visitor (millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 (1) London</td>
<td>United Kingdom</td>
<td>15.29</td>
<td>15.66</td>
<td>16.78</td>
</tr>
<tr>
<td>2 (2) Bangkok</td>
<td>Thailand</td>
<td>13.80</td>
<td>15.82</td>
<td>17.47</td>
</tr>
<tr>
<td>3 (3) Paris</td>
<td>France</td>
<td>14.02</td>
<td>14.29</td>
<td>15.52</td>
</tr>
<tr>
<td>4 (4) Dubai</td>
<td>UAE</td>
<td>9.91</td>
<td>10.94</td>
<td>12.18</td>
</tr>
<tr>
<td>5 (7) Istanbul</td>
<td>Turkey</td>
<td>7.51</td>
<td>8.82</td>
<td>9.87</td>
</tr>
</tbody>
</table>

London shows an increase in the number of international visitors in the last four years for almost a million visitors more than a year before. Bangkok is second, after London with the expected 18.24 million visitors in 2015, which is only a half million visitors more than London. Paris is the third with 16.06 million visitors, fourth is Dubai with 14.26 and Istanbul is on the fifth place with 12.56 million visitors.

Table 4: Overnight International Visitor Spend

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1 (1)</td>
<td>London</td>
<td>United Kingdom</td>
<td>$15.69 $15.57 $17.61 $19.77 $20.23 2.3%</td>
<td>18.8</td>
</tr>
<tr>
<td>2 (3)↑</td>
<td>New York</td>
<td>USA</td>
<td>$15.82 $14.83 $16.14 $16.85 $17.37 3.1%</td>
<td>12.3</td>
</tr>
<tr>
<td>3 (2)↓</td>
<td>Paris</td>
<td>France</td>
<td>$14.95 $14.53 $16.92 $16.89 $16.61 -1.6%</td>
<td>16.1</td>
</tr>
<tr>
<td>4 (5)↑</td>
<td>Seoul</td>
<td>South Korea</td>
<td>$8.18 $9.87 $11.96 $14.65 $15.24 4.3%</td>
<td>10.3</td>
</tr>
<tr>
<td>5 (4)↓</td>
<td>Singapore</td>
<td>Singapore</td>
<td>$14.52 $15.22 $15.44 $14.91 $14.65 -1.8%</td>
<td>11.9</td>
</tr>
</tbody>
</table>


London is also ranked first in visitor spending as shown in Table 4. Since 2011 it shows an increase: in 2012 visitors spend $15.97 billion, a year later $17.61 billion, and in 2014 $19.77 billion. In 2015 it is expected that 18.8 million visitors will spend approximately $20.23 billion. New York is second with the expected $17.37 billion visitors spending in 2015, which is almost $3 billion less than London. Paris is ranked third with $16.61 billion in 2015, which is followed by Seoul with $15.24 billion of visitors spending in 2015. The fifth is Singapore with 14.65 billion.
7. CONCLUSION

London offers a lot of different contents for different kinds of people. Everyone can find in London something they are interested in. Its tourism has brought billions and billions of pounds to the economy of the United Kingdom and it grows more and more every year. When the global financial crisis started in 2008, the number of tourists dropped drastically in many countries, but not in London. London was visited by 14.8 million tourists that year and since then the number is getting bigger every year. The fact that a lot of international surveys rank London as first international city testifies about London’s popularity among tourists. Its tourism contributes to the development of industries which are directly linked with tourism, such as accommodation and transport. London’s attractions are visited by millions of tourists every year and that number keeps getting bigger and bigger every year. Through history London has had to face many difficulties to become what it is today, a leading city of the United Kingdom in finance, business, tourism, fashion, arts and entertainment and number one tourist destination in the world.

Samuel Johnson once said: “Why, Sir, you find no man, at all intellectual, who is willing to leave London. When a man is tired of London, he’s tired of life, for there is in London all that life can afford.” (http://www.samueljohnson.com/tiredlon.html). What this famous English writer meant is that it will take a lifetime to discover every detail of London and even if you have already seen everything you are interested in you will not get bored of London.
8. REFERENCES

8.1 Books:

8.2 Internet sources:


10) SAMUEL JOHNSON.COM: http://www.samueljohnson.com/tiredlon.html (2.9.2015.)


16) VISIT LONDON: http://www.visitlondon.com/tag/world-heritage-site (2.9.2015.)


8.3 List of pictures:

<table>
<thead>
<tr>
<th>Picture</th>
<th>Description</th>
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<tbody>
<tr>
<td>1</td>
<td>Map of the United Kingdom</td>
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</tr>
<tr>
<td>2</td>
<td>The Palace of Westminster and Big Ben</td>
<td>20</td>
</tr>
<tr>
<td>3</td>
<td>Tower of London and Tower Bridge</td>
<td>22</td>
</tr>
<tr>
<td>4</td>
<td>Big Ben and London Eye</td>
<td>26</td>
</tr>
<tr>
<td>5</td>
<td>Guards in front of Buckingham Palace</td>
<td>27</td>
</tr>
<tr>
<td>6</td>
<td>St Paul’s Cathedral</td>
<td>28</td>
</tr>
<tr>
<td>7</td>
<td>London Olympics 2012 logo</td>
<td>29</td>
</tr>
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</table>

8.4 List of tables:

<table>
<thead>
<tr>
<th>Table</th>
<th>Description</th>
<th>Page</th>
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<tbody>
<tr>
<td>1</td>
<td>Top ten most visited paid attractions</td>
<td>24</td>
</tr>
<tr>
<td>2</td>
<td>Most visited free attractions</td>
<td>25</td>
</tr>
<tr>
<td>3</td>
<td>Overnight International visitors</td>
<td>31</td>
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<tr>
<td>4</td>
<td>Overnight International visitor spend</td>
<td>32</td>
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