

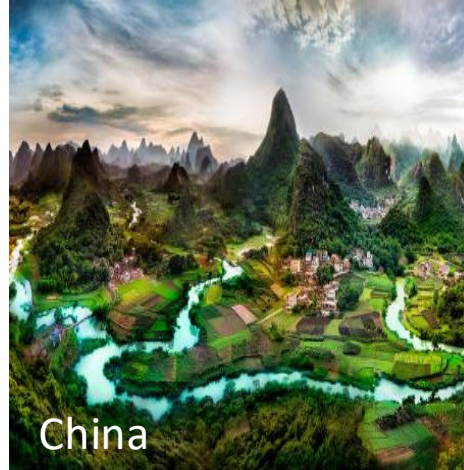


Welcome to Travel and Tourism

*BTEC Level 3 National Extended Certificate
in Travel and Tourism*



Mauritius



China



Santorini



Cinque terre
Italy



Banff, Canada

Hello and welcome to Level 3 Travel and Tourism.

In this PowerPoint you will find:

- *Details about the course and how you will be assessed*
- *A reading list and ideas for tv programmes and websites and blogs that will interest and inspire you to investigate more of the travel and tourism industry and the world around you.*
- *A selection of activities to prepare you for the start of the course.*

We look forward to teaching you in September!

Mrs Greet and Mrs Wooding

This course will...

- Give you an engaging and stimulating insight into the travel and tourism industry in a practical learning environment.
- Inspire and enthuse you about the world of travel and tourism
- Give you the opportunity to gain a broad knowledge and understanding of the tourism industry
- Enable you to develop transferable skills, which are highly regarded by higher education providers and employers.
- Support your progression into higher education or employment



What will you learn?

- In Year 12 you will complete the **Certificate** in Travel and Tourism.
 - Unit 1 - The World of Travel and Tourism
 - Unit 3 - Principles of Marketing in Travel and Tourism

- In Year 13 you will undertake the following units to complete the **Extended Certificate**, the equivalent of one A Level.
 - Unit 2 - Global Destinations
 - Unit 9 - Visitor Attractions

- For unit 3 and unit 9, you will carry out tasks/ assignments throughout the course. Your teacher will mark these.
- Unit 1 will be assessed in an external, written examination lasting 1.5 hours.
- Unit 2 will be assessed externally. It is a task set and completed under supervised conditions

See here for further details...

<https://qualifications.pearson.com/en/qualifications/btec-nationals/travel-and-tourism-2019.coursematerials.html#filterQuery=category:Pearson-UK:Category%2FSpecification-and-sample-assessments>



Term	Year 12	Year 13
1	Unit 1: The World of Travel and Tourism (25%) Exam unit	Unit 9: Tourist Attractions (17%)
2	Unit 1: The World of Travel and Tourism (25%) Exam unit	Unit 2: Global Destinations (33%) LAE (10 lessons) LAA/B/C/D/E Revision (15 lessons) Practice Exam (9 lessons)
3	Unit 3: Principles of Marketing in Travel and Tourism (25%) Coursework	Unit 2: Global Destinations EXAM Unit 9: Tourist Attractions (17%)
4	Unit 3: Principles of Marketing in Travel and Tourism (25%) Coursework	Unit 9: Tourist Attractions (17%)
5	Unit 1: The world of Travel & Tourism (25%) Exam Prep Unit 2: Global Destinations (33%) LAA (10 lessons)	Coursework catch up or prep for exam resit
6	Unit 2: Global Destinations (33%) LAB (10 lessons) LAC (10 lessons) LAD (7 lessons) Research on Tourist attractions for Unit 9 (10 lessons)	

Unit 1 – The World of T & T

- LAA – Types of T & T
 - A1 Types of tourism
 - A2 Types of travel
 - A3 Types of travel and tourism customer
- LAB - The types of travel and tourism organisations, their roles and the products and services they offer to customers
 - B1 Ownership and operating aims
 - B2 The key sectors of the travel and tourism industry – components of their role, and the products and services they offer to different types of customer
 - B3 Interrelationships and interdependencies in the travel and tourism industry
 - B4 Technology in travel and tourism
- LAC - The scale of the travel and tourism industry
 - C1 Importance of the UK as a global destination
 - C2 Employment in travel and tourism
 - C3 Visitor numbers
 - C4 Income and spending
- LAD - D Factors affecting the travel and tourism industry
 - D1 Product development and innovation
 - D2 Other factors affecting organisations in the travel and tourism industry
 - D3 Responses of travel and tourism organisations to external and internal factors

Unit 3 – Principles of Marketing in T & T

- LAA – Explore role of marketing activities in influencing customer decisions and meeting customer needs in travel and tourism
 - A1 Interrelationships between marketing and customer service in travel and tourism organisations
 - A2 Influencing customer decisions and meeting needs
 - A3 The marketing mix used by travel and tourism organisations
 - A4 Potential impacts of the marketing mix and customer service
- LAB - Examine the impact that marketing activities have on the success of different travel and tourism organisations
 - B1 The role of marketing in different travel and tourism organisations
 - B2 How marketing contributes to the success of travel and tourism organisations
 - B3 Influences on marketing activity
- LAC - : Carry out market research in order to identify a new travel and tourism product or service
 - C1 Collecting market research data
 - C2 Analysing market research data
 - C3 Using research results to help identify a new product or service
- LAD - Produce a promotional campaign for a new travel and tourism product or service, to meet stated objectives.
 - D1 Designing a promotional campaign to meet stated objectives
 - D2 Producing promotional materials and activities

Unit 2 – Global Destinations

- LAA Geographical awareness, locations and features giving appeal to global destinations
- LAB Potential advantages and disadvantages of travel options to access global destinations
- LAC Travel planning, itineraries, costs and suitability matched to customer needs
- LAD Consumer trends, motivating and enabling factors and their potential effect on the popularity and appeal of global destinations
- LAE Factors affecting the popularity and appeal of destinations

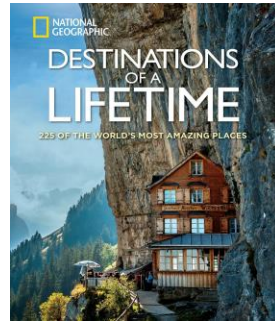
Unit 9 – Visitor Attractions

- Learning aim A: Investigate the nature, role and appeal of visitor attractions
- Learning aim B: Examine how visitor attractions meet the diverse expectations of visitors
- Learning aim C: Explore how visitor attractions respond to competition and measure their success and appeal

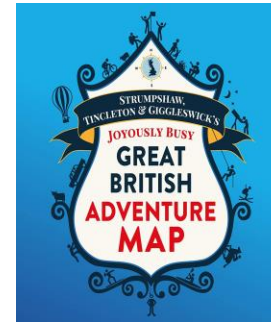
Great Travel Reads



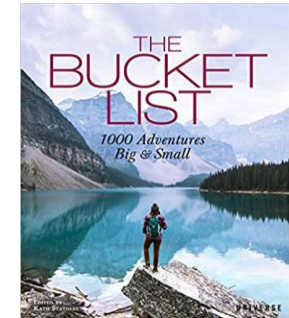
Lonely Planet's Ultimate Travel list: The 500 Best Places on the Planet



National Geographic: Destinations of a Lifetime



Great British Adventure Map



The Bucket List: 1000 Adventures Big and Small



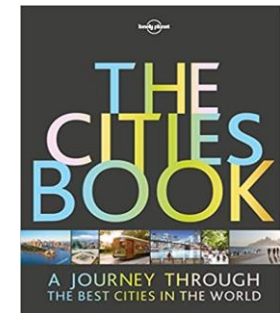
Lonely Planet's Best in Travel 2020



Insta Travel: Discover Breathtaking Destinations



100 Best Places on Earth 2020



The Cities Book

Thousands of other travel books, guide books and adventure books are available to appeal to your interests. Check Amazon, eBay and The Works for great prices. There are many second-hand bookstores online too.

Weblinks



Some fun and interesting ways to explore and discover the world without leaving your chair!

maps.google.com

<https://www.rome2rio.com/>

[tripadvisor.co.uk](https://www.tripadvisor.co.uk)

<https://www.gov.uk/foreign-travel-advice>

[weather2travel.com](https://www.weather2travel.com)

<https://www.wanderlust.co.uk/>

[uk.flightaware.com](https://www.uk.flightaware.com)

<https://www.visitbritain.com/gb/en>

<https://www.techradar.com/uk/best/virtual-tours-museums-national-parks-around-the-world>

<https://maptia.com/>

<https://www.atlasandboots.com/>

<https://www.lonelyplanet.com/>

TV Programmes

Almost every film and tv programme could be linked to travel and tourism! However, below are some series that specifically focus on Travel and/or Tourism. All can be found on YouTube, Netflix, Amazon Prime or iPlayer, just Google any of the following:

- *The Travel Show*
- [Simon Reeve Travels](#)
- *The Misadventures of Romesh Ranganathan*
- [Amazing Hotels](#)
- *Dara and Ed's Road to Mandalay*
- [Long Way Around/ Long Way Down](#)
- *Michael Palins adventures around the world*
- [An Idiot Abroad](#)
- *Travel Man with Richard Ayoade*
- [Secret Life of the Holiday Resort](#)
- *Top Gear*
- [Holidays Unpacked](#)
- *Four in a Bed*
- [Dark Tourist](#)
- *Jack Whitehall Travels with my Father*
- [Anthony Bourdain: Parts Unknown](#)
- *Departures*
- [Holidays from Hell](#)
- *The Hotel Inspector*
- [The Kindness Diaries](#)
- *Crowded Out: An Over Tourism documentary*

Project 1

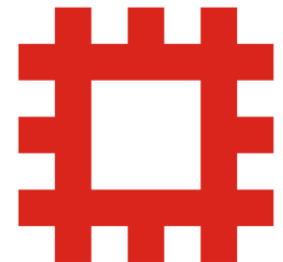




In the summer you are planning to fly to Athens from Gatwick Airport. You would like to leave on 17th August and return on the 20th August. 1 person return flight.

1. Find out how much this will cost, comparing at least two different airlines. You could either find out which airlines operate between Gatwick and Athens and visit their websites, or use a consolidator website such as Skyscanner.
2. Would it be cheaper to leave from a different airport?

Name each of the Travel and Tourism organisations below and state whether each is a private (owned by an individual), public (funded by the government) or voluntary organisation (usually funded through charity and donation).





Choose one of the following historic attractions:

Chatsworth House, Tower of London, Hadrian's Wall, Stonehenge, Edinburgh Castle or Roman Baths at Bath.

Find out:

1. How many visitors it has had over the last few years? Have numbers gone up or down, and by how many?
2. Why did the place become a visitor attraction?
3. Who owns it now?
4. What products and services does it offer?

Using the internet, arrange your own imaginary holiday to any resort in Europe for yourself and a friend for one week. Find a flight, suitable hotel and car hire and select the most suitable products for you.

- Firstly, plan the booking on a site which will allow you to book everything in one place e.g. Tui, Jet2 etc.
- Then organise it using separate websites for each element i.e. one for your flight, another for your hotel etc

Make notes on the products available, the websites you've used and the costs.

Next, give:

- two advantages and two disadvantages of organising a package holiday through one company and
- two advantages and two disadvantages of organising each part of the holiday separately

Project 2



The term 'dark tourism' is used to describe visiting places historically associated with death or tragedy such as:

- *Ground Zero in New York*
- *Auschwitz in Poland*
- *Anne Frank's house in Amsterdam*
- *Chernobyl in Ukraine*
- *The Cu Chi tunnels near Ho Chi Minh City.*

Choose one of these examples, or another location of your choice. Research it and present the arguments for and against tourism to that location.





Choose an 'emerging tourism destination' such as Sri Lanka, Mongolia, Madagascar, Patagonia, Alaska or Colombia.



Produce a factsheet on what the destination has to offer an outbound UK tourist and explain how they would reach the destination.



You can decide how you will present this information e.g. annotated photographs, a PowerPoint presentation, detailed poster etc.



For any questions and queries, and to send completed work, email me at:

greet@heles.plymouth.sch.uk

wooding@heles.Plymouth.sch.uk