

# Post 16 Induction – Travel & Tourism

Monday, 22 June 2026



**GIGO**

1. What is the best holiday you have ever been on?
2. Where is your favourite place in the UK?
3. What is the best tourist attraction you have visited?
4. How many different types of transport have you used?
5. How many different types of accommodation have you stayed in?



# Post 16 Induction

## Unit 1: The World of Travel & Tourism

LAA – Types of travel and tourism

LAB – The types of travel and tourism organisations, their roles and the products and services they offer to customers



# Who is the qualification for?

The Pearson BTEC National Extended Certificate in Travel and Tourism is intended as an Applied General qualification. It is designed for **post-16 learners with an interest in travel and tourism** who want to continue their education through applied learning, and who aim to progress to higher education.

The qualification is **equivalent in size to one A Level** and is designed to occupy one-third of a typical study programme, which could include other vocational or academic qualifications, such as another BTEC National or A Level.

This qualification gives a broad introduction to the travel and tourism industry, with an emphasis on core knowledge and fundamental skills that are transferable across other sectors.

# What does it cover?



This qualification includes four units covering the following content areas:

1. **The world of travel and tourism** – the travel and tourism industry in the UK is growing and is of major importance to the economy. Learners will develop the skills needed to examine, interpret and analyse a variety of statistics that measure the importance of tourism to the UK.
2. **Global destinations and their importance** – learners will investigate the features and appeal of global destinations.
3. **Principles of marketing in travel and tourism** – learners will explore how to develop a successful marketing plan for use by travel and tourism organisations to attract and engage with customers using research data.
4. **Visitor Attractions** – learners will investigate the nature, role and appeal of visitor attractions, how they meet the diverse expectations of visitors and explore how visitor attractions respond to competition and measure their success and appeal.

# Year 12 – Unit 1 & Unit 3



## Unit 1: The World of Travel & Tourism

You will have an exam in the summer series of year 12. (25% of final grade)

## Unit 3: Principles of Marketing in Travel & Tourism

Two pieces of coursework to be completed in terms 2, 3 and 4. (25% of final grade)

# Year 13 – Unit 2 & Unit 9



## Unit 2: Global destinations

You will have an **exam** in the January series of year 13. (33% of final grade)

## Unit 9: Visitor Attractions

Three pieces of **coursework** to be completed in terms 1, 3 and 4. (17% of final grade)



# Unit 1: The World of Travel & Tourism

- LAA – Types of T & T
- LAB - The types of travel and tourism organisations, their roles and the products and services they offer to customers
- LAC - The scale of the travel and tourism industry
- LAD - D Factors affecting the travel and tourism industry

# Unit 3: The Principles of Marketing in Travel & Tourism



- LAA – Explore role of marketing activities in influencing customer decisions and meeting customer needs in travel and tourism
- LAB - Examine the impact that marketing activities have on the success of different travel and tourism organisations
- LAC - Carry out market research in order to identify a new travel and tourism product or service
- LAD - Produce a promotional campaign for a new travel and tourism product or service, to meet stated objectives.



# 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



- LAA: Investigate the nature, role and appeal of visitor attractions
- LAB: Examine how visitor attractions meet the diverse expectations of visitors
- LAC: Explore how visitor attractions respond to competition and measure their success and appeal



# Independent practice: Complete the tasks

## Scenario

A group of 3 friends (aged 18) want a 5-night holiday during the summer.

Budget: £800 each.

They want a mix of relaxation, exploring somewhere new, and some social/nightlife opportunities.

They are fairly confident travellers but don't want anything too complicated to organise.

## 1. Transport Options

### **A. Budget airline to Barcelona**

- Low ticket price but extra costs for luggage, seats, and airport transfers
- Departing from a London airport early morning
- Short flight (around 2 hours) Less support if there are delays or changes

### **B. Eurostar train to Paris**

- Direct city-centre to city-centre travel
- No baggage fees and more comfort/space
- Slightly higher price but fewer hidden costs
- Limited to one destination unless further travel is arranged

### **C. Package holiday flight to a Greek island (e.g. Zante)**

- Flights, transfers, and support included
- Departing from a regional airport
- Slightly higher upfront cost but simpler to organise
- Less flexibility once booked

### **D. Coach trip to Amsterdam**

- Cheapest option overall
- Much longer travel time (10–12+ hours)
- Overnight travel possible
- Can be tiring but convenient as everything is organised



## 2. Accommodation Options

### **A. Budget hotel in the city centre**

- Private room and bathroom
- Good location for exploring and nightlife
- Basic facilities (no meals included)
- Less social atmosphere

### **B. Airbnb apartment (shared)**

- More space and privacy as a group
- Can self-cater to save money
- May be slightly outside the main tourist areas
- Responsibility for cleaning and organisation

### **C. All-inclusive hotel resort**

- Food, drinks, and entertainment included
- Easy and stress-free with everything on-site
- Less need to budget daily spending
- May feel restrictive or less “authentic”

### **D. Hostel with shared facilities**

- Very low cost
- Opportunity to meet other young travellers
- Shared rooms and bathrooms
- Less privacy and security



### **3. Activities Options**

#### **A. Pre-booked excursions**

- Boat trips, guided tours, or attraction tickets arranged in advance
- Saves time and guarantees availability
- Can be more expensive and less flexible
- Structured timetable

#### **B. Independent exploring**

- Flexible — decide plans each day
- Opportunity to discover local culture and hidden places
- Requires more organisation and confidence
- Risk of missing out on popular attractions if not planned

#### **C. Relaxation-focused (beach/pool)**

- Low stress, time to unwind
- Minimal planning required
- May not fully explore the destination
- Could become repetitive after a few days

#### **D. Nightlife-focused activities**

- Clubs, bars, evening entertainment
- Social and exciting atmosphere
- Can be expensive and tiring
- Less suitable if group wants balance



## 4. Booking Options

### **A. Book everything separately (DIY)**

- Potentially cheapest if deals are found
- Full control over choices
- Time-consuming and requires planning skills
- No financial protection if something goes wrong

### **B. Travel agent package holiday**

- Everything organised in one booking
- ATOL protection and support
- Less stress and risk

Usually slightly more expensive

### **C. Mixed approach (e.g. flights + separate accommodation)**

- Balance between control and convenience
- Can compare options to get value for money
- Requires some organisation
- Responsibility split between providers

### **D. Last-minute deal**

- Chance to get a cheaper price
- Limited choice of destination and accommodation
- Less time to plan activities
- Risk of not getting preferred option



# Independent practice: Complete the task



## Scenario

A couple in their early 60s are planning a 7-night holiday in October.

Budget: £1,800 per person.

They want warm weather, a relaxing atmosphere, and some light sightseeing.

They prefer comfort and convenience, but still want to experience local culture.

They are not very confident using technology and would prefer a straightforward trip.



# Itinerary 1

**Package Holiday to Tenerife (Canary Islands)** • Day 7: Free day + evening entertainment

## Overview:

- Return flights from a regional airport
- Airport transfers included
- 4★ all-inclusive hotel near the coast

## Itinerary:

- Day 1: Flight + transfer to hotel
- Day 2–6: Relax at hotel (pool, spa, organised entertainment)
- Optional excursions (extra cost): island tour, boat trip

- Day 8: Transfer + return flight

## Positives to consider:

- Very easy and stress-free
- Everything organised and paid for in advance
- Warm weather guaranteed

## Possible issues:

- Less cultural exploration unless excursions are booked
- Can feel repetitive spending most time at the hotel



# Itinerary 2

## Train & City Break – Nice, France

### Overview:

- Train from London to Nice (with one change)
- 3★ boutique hotel with breakfast

### Itinerary:

- Day 1: Travel by train (long journey with transfers)
- Day 2: Explore Nice old town and promenade
- Day 3: Day trip to Monaco
- Day 4: Market visit and local food experiences
- Day 5: Free day for relaxing or beach
- Day 6: Optional trip to Cannes

- Day 7: Leisure and shopping
- Day 8: Train back to UK

### Positives to consider:

- Rich in culture and sightseeing
- City-centre location
- No airport stress

### Possible issues:

- Long travel time and changes could be tiring
- More planning and independence required
- Weather less guaranteed than Canary Islands



# Itinerary 3

## **Mediterranean Cruise**

### Overview:

- Fly to Barcelona, join a 7-night cruise
- Full board (meals included)
- Stops in Italy, France, and Spain

### Itinerary:

- Day 1: Flight to Barcelona + board ship
- Day 2: At sea (onboard activities, relaxation)
- Day 3: Stop in Marseille (France) – sightseeing
- Day 4: Stop in Genoa (Italy) – explore
- Day 5: Stop in Florence/Pisa (excursion)

- Day 6: At sea
- Day 7: Stop in Palma (Mallorca)
- Day 8: Return to Barcelona + flight home

### Positives to consider:

- Visit multiple destinations in one trip
- Good balance of relaxation and exploration
- High level of comfort and facilities

### Possible issues:

- Busy schedule — can feel rushed
- Excursions often cost extra
- Large ships may feel crowded



# Independent practice: Complete the task

Choose which itinerary is BEST suited to the couple

Be ready to explain:

- Why it fits their needs
- What the main benefits are
- What drawbacks they accepted
- Explain why you rejected the other options



# Summer Task

BTEC Travel & Tourism Summer Task: Destination Factfile Project:

You will research a less common holiday destination (not typical places like Spain or France) and create a factfile. You will then explore real visitor experiences and finally design a suitable holiday for your teacher.

**Step 1:** Choose Your Destination.

Pick a destination from this list; Slovenia / Montenegro / Croatia / Iceland / Albania / Malta / Estonia

**Step 2:** Create a Destination Factfile

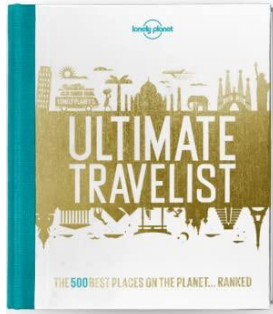
Your factfile should include images AND written descriptions. You must include:

- Basic Information
- Things to Do and See
- Accommodation
- Transport
- Target Market

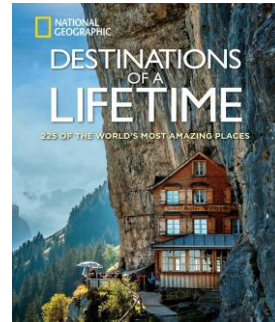
**Step 3:** Find a travel blog or a YouTube vlog about your destination

**Step 4:** Plan a Holiday

# Great Travel Reads



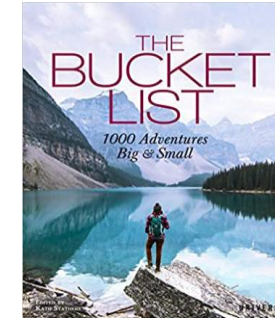
***Lonely Planet's Ultimate Travel list: The 500 Best Places on the Planet***



***National Geographic: Destinations of a Lifetime***



***Great British Adventure Map***



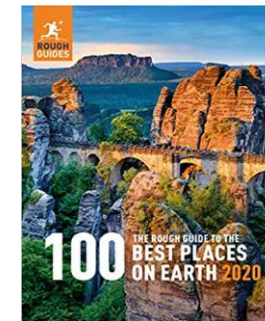
***The Bucket List: 1000 Adventures Big and Small***



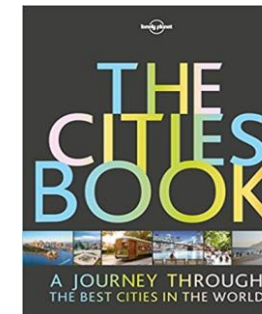
***Lonely Planet's Best in Travel 2020***



***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://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://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*