

Travel & Tourism

BTEC Level 3 National Extended Certificate

The travel and tourism sector

- The travel and tourism industry is one of the fastest growing industries in the UK. The value of tourism to the UK economy is approximately £209 billion, and the sector employs around 4 million people.

Everyone taking this qualification will study three mandatory units, covering the following content areas:

1. the world of travel and tourism – this will develop the skills you need to examine, interpret and analyse a variety of statistics that measure the importance of tourism to the UK – Written Exam (1.5hours)
 2. global destinations – you will investigate the features, appeal and importance of different global destinations – Controlled Assessment
 3. principles of marketing in travel and tourism – this will help you to develop a successful marketing plan for use by travel and tourism organisations to attract and engage with customers using research data. - Coursework
- +
- visitor attractions - Coursework

T & T Yr 12 Overview

Term	Y12	Assessment
1 7 weeks 17 lessons	Unit 1: the world of T & T A1, 2, 3 <u>B2</u> , 1, 3, 4	Exam Style Questions
2 8 weeks 20 lessons	Unit 3: Principles of Marketing A1, 2 B1, B2, B3	Assignment 1
3 6 weeks 15 lessons	Unit 3: Principles of Marketing C1, 2, 3 D1, 2	Assignment 2
4 5 weeks 12 lessons	Unit 1: the world of T & T C1, 2, 3, 4 D1, 2, 3	Mock Exam
5 6 weeks 15 lessons	Finalise assignments, Exam Prep	
6 6 weeks 15 lessons	Begin Unit 2: Global Destinations	

Discuss

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

Define tourism

- With a partner
- Define tourism
- 2 mins



Tourism

- Is not an easy thing to define
- Is more than just going on holiday
- Includes business tourism
- and visiting friends and relatives
- Involves travel away from the area where a person usually lives
- It is short term

Types of tourists

- Name as many types of tourists that you can think of on your table.
- Discuss on your table what you think they are – 2 minutes.
- Feedback





Types of tourists

- Inbound
- Outbound
- Domestic
- Business
- Visiting friends and relatives (VFR)
- Leisure
- Special interest
- Education
- Sports
- Adventure
- Health/Medical
- Dark
- Cultural/Religious
- Ecotourists
- Backpackers/Youth



There are 3 main types of tourists:

- Domestic
- Inbound
- Outbound

Inbound (incoming tourists). This is **international** tourism. It involves people travelling into a different country where they usually live for a holiday or other purpose.



Outbound tourism: this is also international tourism. It involves people leaving the country in which they usually live to take a holiday in another country.



Domestic tourism involves people taking holidays, short breaks, business trips, and day trips within the country in which they live.



Why is the UK so popular with inbound tourists?



Why is the UK so popular with inbound tourists?

- Has many cultural and historic attractions dating from various periods in history
- **London** is one of the most important **tourist cities in the world** with a wide range of international attractions.
- Attracted by the **heritage** associated with the **Royal family**
- One of the world's financial capitals generating much business tourism.



Why is the UK so popular with inbound tourists?

- Wide variety of landscapes eg wild upland areas of Scotland to the gentle rolling hills of southern England.
- Landscape features such as The Giant's Causeway and the Lake District which are known internationally.
- Areas of outstanding natural beauty eg Dartmoor National Park





Why the UK so popular with inbound tourists

- Many towns and villages are seen as being quaint and traditional to inbound tourists.
- Industrial heritage of the UK is increasingly seen as being attractive to visitors
- The coast of Britain is varied and provides opportunities for a range of tourist activities.
- Stately homes eg Longleat in Wiltshire and castles of historic importance attract overseas visitors
- Film sets eg Harry Potter films were made at Alnwick Castle in Northumberland
- Towns and areas associated with world famous authors eg Stratford Upon Avon and William Shakespeare and West Yorkshire with the Bronte Sisters.
- Generally viewed as safe destination for inbound tourists despite current fears about terrorism.
- English is an international language so tourists have confidence in being able to converse with local people.

Look forward to seeing you all in September



Activity



- Working in pairs, interview each other about the tourist activities you participated in during the last three years. (For example, with family, friends or the school)

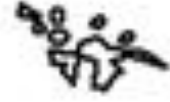
Where?	Type of tourism?	Reason for travelling?	What activities did you participate in?
E.g. Canada	Outbound	E.g. Sightseeing and to visit a friend	E.g. Train journey, whale and polar bear watching.

- Feedback





**United Kingdom of Great
Britain and Northern Ireland**



Summer Task

Where in the world?

1. Choose 5 tourist destinations and identify as many tourist attractions, events, sights as possible. At least 1 must be in the UK.
2. Ensure you are familiar with continents, countries, capital cities of the world.