

# **BTEC Extended Certificate in Travel & Tourism**

## **Year 11 into 12 Introduction work**

### **Task 1**

**Using the links below describe the different ways tourists can be classified.**

A good SlideShare presentation of 15 types of tourist. Clear explanation of motivation for travel.

<https://www.slideshare.net/1stborn31/types-of-tourist>

Colourful images and brief explanations of 8 types of tourist.

<http://passionconnect.in/articleview/articleid/Different-Types-Of-Tourists-Throughout-The-World>

An explanation of 5 types of tourist.

<https://travellingmysteryguest.wordpress.com/2017/02/24/different-types-of-tourists/>

9 types of tourist, including some alternative suggestions.

<https://www.tourismvictoria.com/blog/9-different-types-travellers>

Extract of types of tourist

<https://study.com/academy/lesson/tourism-characteristics-types.html>

Fun presentation of 10 types of tourist. Characterises types of tourist.

<https://www.locomole.com/stories/10-different-types-tourists-one/>

### **Task 2**

**Explain the appeal of the UK as a tourism destination**

To help it may be useful to look at this task on three levels (i) research factors that make the UK appealing to tourists (general factors) and then (ii) enhance this with examples to illustrate the factors with tourism products (places, events etc). (iii) which type of tourist is likely to go to these tourist facilities.

Appeal:

- natural attractions
- built / purpose-built attractions
- events
- transport methods and facilities
- business facilities, reputation and status
- weather and climate

Different types of UK tourists will be attracted to different destinations. This could be the natural environment, the culture of a destination or the facilities and built attractions available. Some attractions such as national parks and heritage sites may appear in more than one category.

General introduction to what England offers.

<https://www.visitengland.com/uk-united-kingdom>

Top 10 English tourist attractions.

<https://www.visitbritainshop.com/world/articles/top-10-english-tourist-destinations/>

### Task 3

Employment in tourism industry

Research two jobs within the travel and tourism sector. Include in your findings (i) a job description and (ii) person specification

YouTube videos

There is a plethora of you tube videos available for investigation, typing in key words will allow access to a range of clips such as:

1. Range of employment in UK tourism
2. Employment in the UK
3. Job roles for waiters - freshersworld.com jobs and careers
4. Indeed.co.uk – jobs site
5. Hotel and Tourism management - develop skills with experience.

### Task 4

**Visitor numbers**

The scale of the industry can be measured by looking at visitor numbers, and these can be broken down into types of tourism. Statistics showing trends in types of tourism are a good way of analysing growth and decline.

Visitor numbers by type of tourism:

- inbound
- outbound
- domestic
- business
- VFR
- day trips.

Visitor numbers by other factors:

- type of transport
- country of origin or destination
- accommodation type
- region or city visited
- by types of activities carried out.

### Trends:

- growth areas of origin and destination
- changing purpose of visit
- transport type used
- length of stay
- increase and decline in popularity of destinations, tourism types.

### Websites

[www.ons.gov.uk](http://www.ons.gov.uk) – The Office for National Statistics – an excellent resource for statistics relating to the scale of the industry; search for ‘office for national statistics UK leisure and tourism’

[www.tourismalliance.com](http://www.tourismalliance.com) – The Tourism Alliance – composed of tourism trade associations/bodies, it provides representation for the British tourism industry and offers a wealth of statistics and research; search for ‘tourism alliance’

[www.travelmole.com](http://www.travelmole.com) – Travelmole – produces articles that can contribute to the understanding of many aspects of this unit; tutors can register for updates

[www.visitbritain.com](http://www.visitbritain.com) – VisitBritain – provides useful travel trends reports and other relevant industry information

[www.wttc.com](http://www.wttc.com) – World Travel and Tourism Council – works to raise awareness of travel and tourism as one of the world’s largest sectors and is a great source of facts and figures

[www.youtube.co.uk](http://www.youtube.co.uk) – YouTube – provided the tutor checks the source of the video for validity, this can be a useful source of videos relating to a wide range of content areas

## Reading & Research

Travel and Tourism coursebook:

1. The book is brand new and unit 1 can be seen here:

<https://www.pearsonschoolsandfecolleges.co.uk/FEAndVocational/TravelAndTourism/BTEC/BTECNationalsTravelandTourismHospitalityManagement2016/Samples/btec-national-tt-unit-1-draft.pdf>

2. The specification – look at unit 1 (starts on page 19) and Unit 2 (starts on page 33)

[https://qualifications.pearson.com/content/dam/pdf/BTEC-Nationals/Travel-and-Tourism/2017/Specification/9781446951057\\_BTEC\\_NAT\\_ExtD\\_TRAV\\_SPEC\\_ISS1.pdf](https://qualifications.pearson.com/content/dam/pdf/BTEC-Nationals/Travel-and-Tourism/2017/Specification/9781446951057_BTEC_NAT_ExtD_TRAV_SPEC_ISS1.pdf)

3. Familiarise yourself with the range of ways of in which customers find out about holidays and make bookings. (Think about the technology)
4. Introduction to travel & Tourism – have a look at unit 1 in this book (it is not the coursebook you will use but it is a good overview)

<https://books.google.co.uk/books?id=GzRUde3EZGIC&pg=PA204&lpg=PA204&dq=year+12+introduction+task+on+tourism&source=bl&ots=vs9LRTBuYZ&sig=ACfU3U3x1uxGzuJnTtDFFVUDhdA4s5R7sw&hl=en&sa=X&ved=2ahUKEwjFzIrfzfzoAhWxgVwKHcmQBolQ6AEwC3oECAoQAQ#v=onepage&q=year%2012%20introduction%20task%20on%20tourism&f=false>

## Websites

Destination and travel websites are too numerous to recommend and will vary according to destinations and travel options selected, but here are some suggested links:

www.abta.com – ABTA – search for ‘ABTA travel reports and trends’ for travel trend reports; these annual reports highlight changing consumer trends, motivating factors and factors affecting the changing popularity of destinations

www.britishairways.com – British Airways – search for ‘British Airways destination travel guides’, a booking site for flights and destination guides with information on destinations

www.columbustravelmedia.com – Columbus Travel Media – provides online destination guides, videos etc. which can be used to support delivery on the appeal of global destinations

www.expedia.co.uk – Expedia – a travel booking site; useful for researching travel, accommodation and attractions

[www.google.co.uk](http://www.google.co.uk) – Google Earth – a geobrowser with satellite imagery; it can be used to identify locations online and support geographical awareness

<https://www.gov.uk> – GOV.UK – search for ‘Foreign & Commonwealth Office’ for official UK government foreign travel advice, including up-to-date information on travel restrictions to different countries, visas, safety etc.

<https://lizardpoint.com> – Lizard Point – search for ‘Lizard Point geography’ for interactive geography tests that can be pre-set or to create your own tests to complement delivery

[www.lonelyplanet.com](http://www.lonelyplanet.com) – Lonely Planet – guides providing information and videos on the appeal of destinations

[www.skyscanner.net](http://www.skyscanner.net) – Skyscanner – a flight finder website useful for comparing flight options for selected routes

[www.travelmole.com](http://www.travelmole.com) – TravelMole – an online community for the travel and tourism industry, providing useful daily travel industry news bulletins and ‘breaking news’

[www.ttgmedia.com](http://www.ttgmedia.com) – Travel Trade Gazette (TTG) – online industry news giving authoritative news on events affecting the travel industry and educational features on destinations

[www.virginholidays.co.uk](http://www.virginholidays.co.uk) – Virgin Holidays – gives destination guides for Virgin Holidays

[www.worldtravelguide.net](http://www.worldtravelguide.net) – World Travel Guide – useful for information and videos on the appeal of destinations

## Textbooks

Although these may be available in the library, it may not be possible to get there !

- Dale G (2010), *Travel and Tourism Level 3 Book 1*, Pearson Education Ltd (ISBN 9781846907272) – provides useful background reading on worldwide destinations and factors affecting the travel industry
- Ali AB (2015), *Travel and Tourism Management*, PHI Learning (ISBN 9788120350588) – gives a useful introduction to key unit terminology
- Stewart S, Warburton F and Smith JD (2016), *Cambridge International AS and A Level Travel and Tourism Coursebook* (second edition), Cambridge University Press (ISBN 9781316600634) – explores the scale, factors and structure of the industry
- Youell R (2010), *Travel and Tourism for BTEC National Level 3 Book 1* (third edition), Travel and Tourism Publishing Ltd (ISBN 9780956268044) – introduces similar content areas to those targeted in this unit