

## Travel and Tourism



Welcome to BTEC Travel and Tourism at Woking College!

During the course, we will be looking at the following topics:

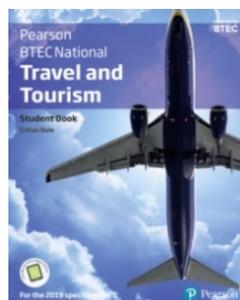
- The World of Travel and Tourism
- Global Destinations
- Principles of Marketing in Travel and Tourism

The specification can be found using the following link:

<https://qualifications.pearson.com/en/qualifications/btec-nationals/travel-and-tourism-2019.html#%2Ftab-2>

This booklet will give you a ‘taster’ of some of the topics you will study during the course. You can complete the work in the boxes provided or on a separate sheet.

We would like you to bring your booklets/work to enrolment in August, but if you would like to get in touch about the work, get some feedback or find out more about the course, please email Leanne Gallagher at [lga@woking.ac.uk](mailto:lga@woking.ac.uk)



## TASK 1 - Types of travel and tourism

Research and define the following terms:

| Term                           | Definition, including examples |
|--------------------------------|--------------------------------|
| Domestic tourism               |                                |
| Inbound tourism                |                                |
| Outbound tourism               |                                |
| Leisure travel                 |                                |
| Corporate travel               |                                |
| Specialist travel              |                                |
| Visiting friends and relatives |                                |
| Day trips                      |                                |

Based on your research above, please complete the following table:

| Example  | Type of tourist | Type of travel |
|--|-----------------|----------------|
| Rachael lives in Australia but is going on holiday in the UK                         |                 |                |
| Reilly is a travel agent in Leeds and is going on a three day conference in Milan    |                 |                |
| Maggie travels from Woking to Ireland every year to see her mum                      |                 |                |
| Susan and her friends live in London and are going on a hen party in Barcelona       |                 |                |
| The Travel and Tourism students of Woking College are taking a day trip to the beach |                 |                |
| Peter is visiting Birmingham from Germany to attend course                           |                 |                |

## Task 2 – Travel and Tourism organisations

For the following Travel and Tourism businesses/organisations, you need to provide an overview of each one:

Thorpe Park <https://www.jet2.com/about-us>

Jet 2 <https://www.jet2.com/about-us>

Heathrow Airport <https://www.heathrow.com/company>

You may want to consider:

1. The types of tourist that would use the business/organisation
2. Products and services that the business/organisation offers
3. A summary of the history of the business/organisation (from creation to present)

## Task 3 – Meeting the needs of domestic and inbound tourists

You have just started as a customer service agent for Visit Britain. A large part of the job will be providing advice to customers on what the UK has to offer different types of tourists.

You need to produce 3 separate information leaflets aimed at the following types of tourists:

1. A group of students from Australia who are attending an event at Leeds Arena
2. A family from London (two adults and two children) who want to visit Alton Towers
3. A couple of friends who want visit London

You need to include information on:

- Accommodation
- Transport
- Activities for each visitor group

Make sure you include pictures and up to date information for each leaflet

## Task 4 – Marketing

### Part A

What makes a customer choose a particular product, service of supplier? You need to make a list of all of the factors that may influence a customer’s decision and provide an explanation of why this may have an impact. Consider what you would expect when using a particular product, service of supplier.

| <u>Factor</u>                                   | <u>Explanation</u>  |
|---|---|
| <p>1. Product knowledge of the travel agent</p> | <p>1. If the customer is looking for a specific holiday and the travel agent asks them lots of questions, trying to find out exactly what they want to do on holiday, showing the customer videos and suggestion local attractions, it may encourage the customer to use that travel agent (good customer service). If the travel agent asks no questions and carries out research that the customer could do for themselves (an internet search), they may not use the travel agent (poor customer service).</p> |

## Task 5 – Long-haul destinations: travel factors

### Part A

#### Climate and Seasons

You need to complete the following table - when is the best time to visit .... And why?

|  |  |
|--|--|
| 1. The Gold Coast, Australia           |  |
| 2. Rio de Janeiro                      |  |
| 3. Mumbai, India                       |  |
| 4. Egypt                               |  |
| 5. New York                            |  |
| 6. Barbados                            |  |
| 7. Dubai                               |  |
| 8. South Island, New Zealand           |  |
| 9. Iceland, to see the Northern Lights |  |
| 10. Tokyo                              |  |

### Part B

#### Entry requirements, travel restrictions, safety and health

Investigate **at least 2** of the destinations below and give a detailed travel profile outlining (1 page):

- a) Entry requirements to enter the country (visas, vaccinations, other documentation)
- b) If there are travel restrictions in place (see [www.fco.gov.uk/foreign-travel-advice](http://www.fco.gov.uk/foreign-travel-advice) ) and why (risks, threats)
- c) Vaccinations and other health issues

Use the FCO website, plus other travel sites such as <https://www.worldtravelguide.net/>

Choose from the following destinations:

1. Brazil
2. Australia
3. Kenya
4. Gambia
5. Mexico
6. Egypt
7. Jamaica
8. USA
9. India