

Travel & Tourism BTEC

Preparation work: Pre-course Reading, Research and Tasks

Pre-reading and research will help you to become more familiar with the topics you are going to study on your BTEC Travel & Tourism course. If you complete the tasks below they will also help you to become more confident when you start your course.

Specification:

You will be studying the BTEC National Extended Certificate in Travel & Tourism (equal to one A level). Press Ctrl + Click [here](#) to see general information about the course from our exam board, which will help you to understand its context and where it can lead you.

Task 1:

- a) Find a definition of the word “Tourism” then make a list of the different reasons that people travel away from where they normally live/work.
- b) What is meant by Inbound Tourism? Outbound Tourism? Domestic Tourism? Give examples for each.
- c) Identify different businesses/organisations that fit into these categories (aim for 10 each):
 - Transport Organisations (e.g. BA)
 - Accommodation/Hotel (e.g. Hilton)
 - Holiday Providers (e.g. TUI)
 - Visitor Attractions (e.g. London Eye).

Case Studies:

- Worldwide Tourism Economic Impacts: Press Ctrl + Click [here](#).
- Impact on Tourism in Specific Countries: Press Ctrl + Click [here](#).
- Impact of Coronavirus on Tourism Jobs: Press Ctrl + Click [here](#).
- British Airways Job Cuts: Press Ctrl + Click [here](#).

Task 2:

Consider the issues discussed in the articles above. Write one side of A4 summarising the different ways that you think the Coronavirus Pandemic is impacting on the following:

- a) Profits for Tourism businesses
- b) Staff of these businesses
- c) Customers
- d) People that live in Tourism destinations
- e) The environment at Tourism destinations.

Is/can anything be done to help the situation/help the Tourism industry recover?

Websites for Further Research and Reading:

Travel Weekly: <https://www.travelweekly.co.uk>

ABTA Magazine: <https://abtamag.com>

Trip Advisor: <https://www.tripadvisor.co.uk> (Practice researching positive/negative customer reviews for hotels/attractions/airlines etc. to find out what makes some customers satisfied/dissatisfied).

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

Visit Britain (Customers): <https://www.visitbritain.com/gb/en>

Visit Britain (Trade): <https://trade.visitbritain.com>

Task 3:

Plan a holiday for each of the following groups of customers:

- Family of 4 (with 2 young children) on a low income.
- Retired couple, interested in Roman history.
- 4 University students, looking for an adventure.
- A Multi-millionaire business person, their partner and 3 teenage children.

Research/write up options using websites of holiday providers (e.g. TUI, Kuoni, STA Travel). Include: - Where (and why?) – When/how long (and why?) – Transport methods (and why?) – Accommodation details (and why?) – Activities/attractions (and why?) – Estimated cost?

Books to Read:

This subject studies real life Tourism destinations and businesses. We base our studies on industry organisations, using their websites, as well as visits and guest speakers. We have course textbooks, but there are many useful books out there that can help you appreciate some of the wider issues in tourism and develop some of the skills needed to be successful.

- **Customer Service in Tourism and Hospitality** by Simon and Louise Hudson
- **Overbooked: The Exploding Business of Travel and Tourism** by Elizabeth Becker
- **Rough Guides to many different destinations** (see <https://www.roughguides.com/shop>).

Podcasts:

Escape (Simon Calder - journalist/broadcaster): <https://www.simoncalder.co.uk/podcasts>

Beach Too Sandy, Water Too Wet: <https://www.beachtoosandy.com>

Films/TV to Watch:

Many movies showcase incredible tourism destinations from around the planet with others telling stories of epic journeys undertaken by travellers. There are also a variety of TV documentaries available that can help our understanding of Travel, Tourism and the industry.

- **The Travel Show (BBC News Channel)** - Old episodes available on the BBC website/iPlayer.
- **Heathrow: Britain's Busiest Airport (ITV Hub)** - The daily challenges airports face.
- **The Dark Tourist (Netflix)** - Something different to your usual holidays!
- **Travel Man: 48 hours in (All 4)** - Richard Ayoade (& a friend) spend 2 days in different cities.
- **You tube** has many documentaries/channels on tourism issues: e.g. Press Ctrl + Click [here](#).



Progression Opportunities

Why choose Travel & Tourism BTEC:

Travel & Tourism Job Profiles – Press Ctrl + Click [here](#).

Tourism (and Hospitality) Careers – Press Ctrl + Click [here](#).

University Courses – Press Ctrl + Click [here](#).

We look forward to welcoming you onto the Travel & Tourism course in September. In the meantime, if you have any questions, please e-mail: jes@godalming.ac.uk

We hope you enjoy completing these tasks and look forward to you joining the course.

