

RAYNES

PARK HIGH SCHOOL



BTEC Level 3 National Extended Certificate in Travel and Tourism

Student name: _____

Section 1

The first half of this booklet must be completed by the deadline of 28th June 2021.

This work can be completed on a PC or printed off and hand written.

Travel and Tourism Subject Enhancement work

Hello! Welcome to Travel and Tourism. Please don't worry if you have never studied Travel and Tourism before. We are here to guide you through the course and to build your confidence within this new subject!

There are some tasks that we would like you to complete before starting the course in September.

1. Starting out!

A good place to start is with your own experiences of travel and tourism. Complete the table below.

Question	Answer
Where did you or someone you know go on holiday last?	
Was it in the UK or abroad?	
How did you/they get there?	
What type of accommodation did you/they stay in?	
What activities did you/they do whilst you were there?	
What did you/they eat and drink?	
How was the holiday organised/booked?	

2. Key terminology

Find the definition for the key terms below. Provide examples, where possible.

Travel	
Tourism	
Domestic Tourism	
Inbound Tourism	
Overseas Tourism	
Public Sector	
Private Sector	
Voluntary Sector	
Travel Agent	

Tour Operator	
Seasonality	
External Factors	
Internal Factors	
Exchange Rate	
Currency	
Visitor Attraction	
Customer Service	
Insurance	
Trade Association	

3. Tourism in the UK

Mapping Tourist locations in the UK

(This task can be completed on PC or printed and completed by hand)

On the map of the UK label the following:

Plot on the map

- 3 airports and their 3 letter codes
- 3 seaports and their 3 letter codes
- The Eurostar termini in the UK
- The 4 capital cities
- 6 seaside resorts

Remember to include a key



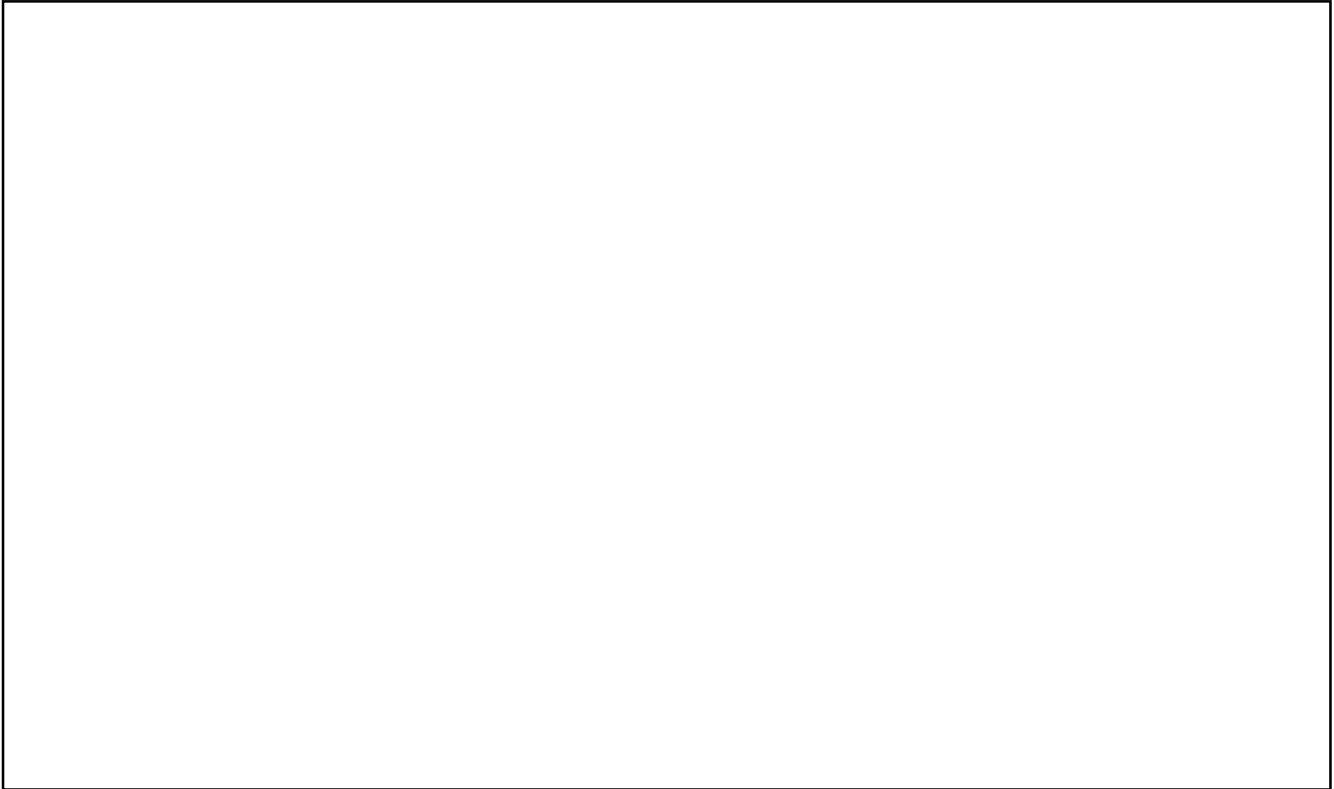
4. Visitor Attractions.

Our coursework in Year 2 focuses on Visitor Attractions. Complete the table below on the different types of visitor attraction. Think about places you have visited first.

Type of attraction	Local example (within 15 miles of Raynes Park)	National Example (In the UK)	Overseas Example
Stately Home		Blenheim Palace Oxfordshire, England.	
Theme Park	Chessington world of adventures		
Garden			
Museum			
Art Gallery			
Event			
Sports Venue			
Resort			
Heritage			Taj Mahal, India

Visit https://www.tripadvisor.com/Attractions-g186338-Activities-London_England.html

What are the 15 most popular visitor attractions in London?



Why would a website such as Tripadvisor be useful for tourists coming to visit the area?

Where else can we find out about visitor attractions? Can you think of 5 different sources? (name specific sources e.g. Tripadvisor is a specific website.)

What are the needs of customers? Complete the table below. Use the examples to help you.

Customer Type	Needs at the airport	Needs within accommodation	Needs with visitor attractions
Family with young children	Baby change facilities Priority boarding Buggy pick up from the plane		
Disabled visitor in a wheelchair			
Elderly Couple		Ground floor accommodation	
School Group			Lunch room Tour guides Education packages
A family who don't speak English			
A honeymoon couple			

Customer Service

Give 5 reasons why customer service is important

1.

2.

3.

4.

5.

Give 3 problems that may occur if customer service is not good

1.

2.

3.

Give 3 ways in which travel and tourism companies can improve their customer service.

1.

2.

3.

Case study of Thomas Cook

Thomas Cook was born on 22nd November 1808. He was an English innovator of the conducted tour and the founder of Thomas Cook and Son, a worldwide Travel agency. In 1841 Cook ran the first publically advertised excursion train in 1841 from Leicester to Loughborough. This was the birth of modern tourism. In the 21st century Thomas Cook is one of the world largest travel groups.

In Travel and Tourism, we look closely at the different sectors that make up the Travel and Tourism Industry. Watch this programme on the decline of Thomas Cook and answer the following questions.

<https://www.channel4.com/programmes/thomas-cook-rise-fall-of-a-travel-agent>

1. How many employees lost their jobs?
2. What was Dave's role with Thomas Cook?
3. Why did Dave never think it was going to happen?
4. Name some of the job titles the Walkden's had at Thomas Cook.
5. How long had Thomas Cook been operating for?
6. How many wars and monarchs did Thomas Cook survive through?
7. What were Thomas Cook's first holidays based around?
8. What were the "circular notes" better known as? How were these used?

9. In 1984, what slogan began to be used?
10. What brand did Thomas Cook buy in 1998?
11. What did this brand offer?
12. What is the CAA? What does it stand for?
13. How many tourists were affected by the collapse?
14. What date did they collapse?
15. How many countries were customers stuck in?
16. What was the name of the mission to get them back?
17. Who is in the firing line to blame for the collapse?
18. How much did Fankhauser earn as CEO?
19. What did Thomas Cook do that led to a debt crisis in 2011?

20. In recent times, what other factors led to Thomas Cook's demise?

Conclusion

Principles of Sustainable Tourism

"Sustainability means meeting our own needs without compromising the ability of future generations to meet their own needs"

Select the 4 correct principles of sustainable tourism

- Minimise negative environmental impacts in a destination.
- Reduce litter and consumption of plastics.
- Create economic benefits, including future employment, for local people.
- Create employment for overseas tour guides.
- Conserve local culture.
- Build new infrastructure.
- Promote links and respect between tourists and local communities.
- Increase political power.
- Reduce the number of flights taken in 1 year.

Dark Tourism – circle the examples and complete the definition

Dark tourism involves _____ to places _____ with _____ and _____.

Suffering, travelling, associated, death

Chernobyl The Louvre Tate

Auschwitz Ypres Battlefield Disneyland

9/11 Memorial Great Wall of China

Gross Domestic Product – Give a Definition

How can tourism be made more sustainable?

Select 4 ways in which tourism can be made more sustainable.

- Create more permanent jobs.
- Reduce plastic consumption.
- Invest the income into local projects.
- Improve the infrastructure.
- Develop cultural links.
- Increase the number of flights.
- Use local materials in tourism projects.
- Encourage the sale of locally made produce.

Business tourism

What does MICE stand for, select the correct word in each list

M: Macro, Meeting, Museum, Milestone

I: Initiative, Iceland, Incentive, Igloo

C: Conference, Collusion, Course, Cave

E: Education, Exhibition, Election, Execution

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Section 2

This research project is due on the first lesson back in September 2021. Failure to complete this work will result in you being unable to start the course on time.

Travel and Tourism Summer research tasks

Longer research tasks

Please complete the following activities and be prepared to hand it in when requested: For activity 1, your review should have a minimum of four sides of an A4 paper.

Activity 1 – We all have some experience of the Travel and Tourism sector, at the very least as customers. Our opinion of businesses within this sector will be shaped by the experiences we have as customers and ultimately will affect whether we use the company again. For one event or holiday experience write a review of the quality of the experience you had. If you review a hotel visit, you might want to comment on the quality of the welcome you received, the room (cleanliness, facilities), the quality of the food and an overall comment on the quality of service you received (Were the staff polite, helpful, tidy?) If you visited Alton towers or any other attraction in the UK with the family, write a review of yours (or someone close to you) experience. You may want to talk about the quality of customer services provided, sort of facilities provided, complaints that were raised by your family or other families that you know, security and legal aspects at the resort, the environment, etc.

Activity 2 – Keep an eye out in the news of any events that may have an impact on tourism, both positive and negative. Collect any newspaper cuttings or article printouts and produce a scrap book or folder. You can write some brief notes explaining each of these events. In previous years there have been epidemic outbreaks, terrorism events, natural disasters and business collapses to give you a few areas to get you thinking.

(This activity can be completed as a table or scrapbook. You should Identify two events a week for at least 6 weeks. See the example below to help).

Date	Event	Description of event	Impact on tourism	image	Source
06/06/2021	Portugal is removed from UK's green list	The UK government made the decision to remove Portugal from the Green list and add it to the amber list. This means tourists from the UK should not travel to Portugal and must self-isolate for 10 days if they do.	Negative. Tourist are forced to travel home from Portugal early causes chaos at Portuguese airports. A fall in the number of tourists visiting Portugal severely impacting the local Portuguese economy. Airlines will see a fall in income could see job losses. Positive. UK tourist may choose to stay in the UK. boosting the local UK economy.		BBC news Travel sector dismay as Portugal faces tougher rules - BBC News