



Wath Sixth Form Subject Preparation Pack

TRAVEL AND TOURISM

World-class learning

World-class learning every lesson, every day

The highest expectations

Everyone can be successful; always expect the highest standards

No excuses

Create solutions not excuses; make positive thinking a habit

Growth mindset

Believe you can improve; work hard and value feedback

Never give up

Resilience is essential; be relentless in the pursuit of excellence

Everyone is valued

Diversity is celebrated; see the best in everyone

Integrity

Be trustworthy and honest; deliver on promises and walk the talk

BTEC Level 3 Transition Pack

Contents

- What is **Travel and Tourism**
- Why should I study **Travel and Tourism**
- What careers could A Level **Tourism** lead to?
- What will I study?
- How will I be assessed?
- Recommended resources
- Additional support

What is Travel and Tourism?

Tourism is generally regarded as the act of travelling to a different location, for either business or pleasure purposes. However, it actually has quite a specific definition: the act of travelling to another environment, for at least 24 hours, but for no longer than one year, for purposes related to business or leisure. A tourist is generally only classed as such if they stay in overnight accommodation situated in the location they travel to. By its very nature, tourism involves a round trip, rather than travel in one direction only. With this in mind, the tourism industry refers to all aspects of the service industry that cater to tourists.

Travel refers to the act of moving from one location to another. This can refer to long-distance travel, short-distance travel, overseas travel, domestic travel and various other forms. Crucially, travel also includes both round trips and one-way journeys, and it covers a wide variety of different travel purposes. The travel industry, therefore, refers to the numerous aspects of the wider service industry which cater for the needs and desires of those who have travelled from one part of the world to another.

Given the definitions above, it is understandable that many people struggle to see much of a distinction between the tourism industry and the travel industry. Indeed, there is clearly significant overlap between the two, and many of the businesses and services that cater for tourists also cater for travellers more generally. Nevertheless, there are some notable differences. Essentially, the tourism industry is concerned with people travelling for business or pleasure purposes, staying in their destination for at least one night, and then returning. By contrast, the travel industry has a wider scope, covering more travel purposes and durations.

Why should I study Travel and Tourism?

Travel and tourism is one of the largest growth areas in terms of jobs at the moment. Almost 3 million people are currently employed in the industry within the UK, with almost 320 million people working in the industry around the globe. Travel and Tourism is a career with endless opportunities that can literally open up the world for you. It's a people orientated industry and requires you to think on your feet and be creative. You will need to develop good communication skills and the ability to work well with other people. It is a good opportunity to see the world and meet people from a range of different cultures.

What careers could Travel and Tourism lead to?

The Travel and Tourism industry offers almost endless opportunities. There are a wide range of jobs, including working in the travel agencies or for tour operators. There are careers with airlines and airports, on cruise lines or a range of other transport industries. You could end up with a career in events or conference planning and management. You could end up as a marketing or sales executive, managing a tourist information centre or running an outdoor activities or education centre. Travel and Tourism is rarely a 9-5 industry, but there are opportunities around the world for you to seize.

What will I study?

At Wath Academy we cover the **Pearson Travel and Tourism Extended Certificate** specification which covers a breadth of knowledge split across 2 externally assessed papers and 2 internally assessed pieces of coursework.

<p style="text-align: center;"><u>Unit 1</u> Externally Assessed</p> <p style="text-align: center;"><i>The World of Travel and Tourism</i></p> <p style="text-align: center;">Types of Travel and Tourism</p> <p>The types of travel and tourism organisations, their roles and the products and services they offer to customers</p> <p style="text-align: center;">The scale of the travel and tourism industry</p> <p style="text-align: center;">Factors affecting the travel and tourism industry</p>	<p style="text-align: center;"><u>Unit 2</u> Externally Assessed</p> <p style="text-align: center;"><i>Global Destinations</i></p> <p>Geographical awareness, locations and features giving appeal to global destinations</p> <p>Potential advantages and disadvantages of travel options to access global destinations</p> <p>Travel planning, itineraries, costs, and suitability matched to customer needs</p> <p>Consumer trends, motivating and enabling factors and their potential effect on the popularity and appeal of global destinations</p> <p style="text-align: center;">Factors affecting the popularity and appeal of destinations</p>
<p style="text-align: center;"><u>Unit 3</u> Internally Assessed</p> <p style="text-align: center;"><i>Principles of Marketing in Travel and Tourism</i></p> <p>Explore the role of marketing activities in influencing customer decisions and meeting customer needs in travel and tourism</p> <p>Examine the impact that marketing activities have on the success of different travel and tourism organisations</p> <p>Carry out market research in order to identify a new travel and tourism product or service</p> <p>Produce a promotional campaign for a new travel and tourism product or service, to meet stated objectives</p>	<p style="text-align: center;"><u>Unit 9</u> Internally Assessed</p> <p style="text-align: center;"><i>Visitor Attractions</i></p> <p>Investigate the nature, role and appeal of visitor attractions</p> <p>Examine how visitor attractions meet the diverse expectations of visitors</p> <p>Explore how visitor attractions respond to competition and measure their success and appeal</p>

How will I be assessed?

Two of the units are externally assessed. Unit 1 is assessed through a traditional 90 minute exam. This will be sat at the end of Year 12, with an opportunity to resit in the January of Y13. Unit 2 is assessed through a 3 hour pre-release exam. You will have the opportunity to prepare for this assessment before writing up 3 assignments in the 3 hour period based on your notes.

Unit 3 and 9 are internally assessed pieces of coursework. You will spend lesson time learning the required material and preparing for the assessment, before completing the coursework over a series of weeks.

2. Why is good customer service important?

3. What is a mission statement? What is a company objective? How do they influence the actions a company might take?

4. What is a customer charter and why is it important?

Pages 59-62

5. Below is a list of different customer types. Summarise how each factor might impact the needs of the customer.

Age _____

Ethnicity _____

Leisure interest _____

Business interest _____

Groups _____

Customers with special needs _____
