

# **Progression – Travel & Tourism**

## **A Transition Unit of Work**

Getting ready for Level 3 Study

### **Introduction**

## **Travel and Tourism Level 3 Certificate**

**Welcome to Applied Travel and Tourism!**

As you are getting ready for the start of College, this book will help you prepare for the Travel and Tourism course.

Just work through the activities and check out the links and videos in this book, and you will be good to go!

We look forward to meeting you.

# Destinations

In the Tourism industry, it is important to understand different travellers' interests and needs, for example, as a holiday planner you would not want to send an older couple to a destination that is famous for its night clubs and popular with students.

At the same time, it would be wrong to assume just because your clients belong to a certain demographic they would not enjoy a particular holiday. You will also need to consider economic factors: how many travellers in their twenties are able to afford five-star hotels or first-class travel?

On this course, you will learn about different types of travellers and how to match holidays to their needs and priorities. You will also learn to provide excellent customer service such as communication skills (so you can advise them properly) and selling skills.

## **Task 1: Pick a destination:**

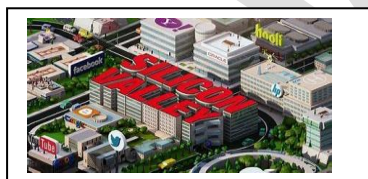
The Maldives



Singapore



The Alps



Silicone Valley

New Zealand

Rome

Think about the kind of traveller your destination would be suitable for.

**We will be investigating different types of travellers.**

**Those include:**

Families

young couples

older couples

solo travellers

groups

students

Business travellers

**Task 2:**

What type of travellers are most likely to visit your destination?

Who would be unlikely to visit your destination? Why?

**You will learn about the world and different geographical areas.**

Find your destination on a world map:

<https://www.mapsofworld.com/world-map-image.html>

**Task 3: Reseach:**

Which continent is your destination on?

In which country?

What language(s) is (are) spoken there?

Have you visited the country?

**You will research and compare different travel destinations. This includes the development of tourism worldwide and here in Britain as well as changes and new trends.**

Find out what your destination looked like 50 years ago (1970s). What major changes can you identify?

Would you have wanted to visit your destination back then? What kind of an experience do you think it would it have been?

## The UK as a destination

Have you been on holiday in the UK? Statistics suggest that the UK is becoming increasingly popular as a holiday destination, both with domestic and visitors from abroad. There are a various organisations and websites that we will use for this topic:

[www.visitbritain.com](http://www.visitbritain.com)

[www.visitbritain.org](http://www.visitbritain.org)

[www.visitwales.com](http://www.visitwales.com)

[www.visitscotland.com](http://www.visitscotland.com)

[www.nationaltrust.co.uk](http://www.nationaltrust.co.uk)

[www.gov.uk/fco](http://www.gov.uk/fco)

(the Foreign and Commonwealth Office)



### **Task 1:**

Research ONE attraction, town or national park in the UK.

You could choose your own destination or pick from the list below:

- Alton Towers
- Whitby
- The Forest of Dean
- St Ives in Cornwall
- West Midlands Safari park
- The Gower
- Oxford

What is this destination's USP (unique selling point, i.e. what is special about it?)

Research visitor numbers: who (type of traveller) visits this destination?

How much does a visit cost a family of four? You may calculate a day visit or a weekend stay.

### **Task 2:**

Create a poster advertising the destination. Make sure you target it towards the type of travellers you wish to attract.

# Customer Service in Travel and Tourism



As part of this course you will also learn about the importance of Customer Service.

Watch this video. How many examples of awful customer service can you spot?

<https://youtu.be/s3aR3yP4aKg>

Now think about what customer service skills are important and why. Can you think of situations where those skills are required?

Which ones do you believe are strengths of yours? Which are weaknesses? How could you practice Customer Service skills?

And finally, as a student of Travel and Tourism, you will be expected to keep up to date with current trends and developments in the Tourism Industry. The sector has been hit very hard by the Covid-19 outbreak. Read relevant articles and follow the news (eg. on the BBC News and CNN website which have a useful Travel section, avoid tabloids) and think about how the Travel sector might look different in one or two years' time as a result of the outbreak. How will it affect the way we travel for work and leisure?