

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.

Types of Travel and Tourism

A1 Types of Tourism



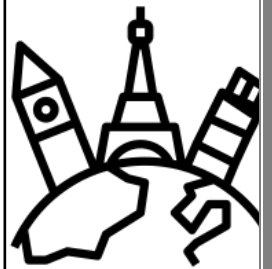
What is **Tourism**?

Describe the following.....

Domestic Tourism

Inbound Tourism

Outbound Tourism



Research **one** UK Tourist destination of your choice. Write down **five** facts about your chosen destination.....

Destination:

Fact 1 –

Fact 2 –

Fact 3 –

Fact 4 –

Fact 5 –

EXPLAIN the following terms. GIVE an example of your own for each.

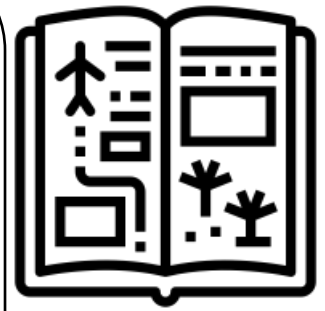
Leisure Travel	
Example	Craig and Bethany live in the UK. They are travelling to Las Vegas for their honeymoon.
Example	
VFR	
Example	Simon lives in Worcester and is visiting his university friends in Manchester for the weekend.
Example	
Corporate Travel	
Example	David is a travel consultant who lives in Dubai. He is travelling to London to hold business meeting with prospective clients.
Example	
Day Trips	
Example	Francesca, Barney and their 2 children are visiting Crealy Theme Park in Exeter.
Example	
Specialist Travel	
Example	Rachel is traveling from her home in the UK to Bali to visit a Yoga retreat for 2 weeks.
Example	

A2 :Explain the following key terms:

Specialist travel

Incentive Travel

Short Break



In 2019 the average spend per visit for an inbound VFR tourist was £696. What kind of things do you think these tourists spent their money on?

A3 Types of Travel and Tourism Customer



Write a definition for each type of customer and then include any specific needs or requirements they might have.	
Individuals and Couples	
Specific needs or requirements	
Families	
Specific needs or requirements	
Groups	
Specific needs or requirements	
Corporate travellers	
Specific needs or requirements	

A4

Some customers have specific requirements, and travel and tourism organisations are expected to offer different or additional services. For each different type of need, provide an example of how travel and tourism organisations can adapt their services and products to meet their requirements.



I don't speak English. What products and services are available to help me?



I have a visual impairment. What products and services are available to help me?



I have a hearing impairment. What products and services are available to help me?



I have a mobility problems. What products and services are available to help me?



I have a medical condition. What products and services are available to help me?





Now study all of the examples in the table below and decide what kind of tourist they are and what kind of travel they are undertaking. Some of the examples might fit into more than 1 category.

Example	Type of Tourist	Type of Travel
Marianne lives in Austria but is going on holiday in the UK		
Raj lives in Birmingham but is going to Bournemouth to see his cousin for the weekend		
Suzie is a Travel Agent in London and is going to a 3 day conference in Barcelona		
Sinead travels from Bristol to Dublin every year to see her dad		
Aart is visiting the UK from the Netherlands to take a scuba-diving course		
Marta and her friends live in Lincoln and are going on a hen party weekend in Paris		
Travel and Tourism learners from Canterbury College are taking a day trip to Stonehenge		

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 B 1: Pick a destination:

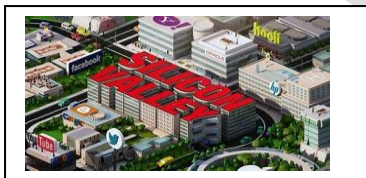
The Maldives



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 B 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: Research:

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 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

www.visitbritain.org

www.visitwales.com

www.visitscotland.com

www.nationaltrust.co.uk

www.gov.uk/fco

(the Foreign and Commonwealth Office)



Task C1:

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 C2:

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?