

# SUMMER WORK - BTEC LEVEL 3 Travel and Tourism

## BTEC Programme Leader

Mrs R Suarez

[RSuarez@gordons.school](mailto:RSuarez@gordons.school)

## Exam Board

Pearson

## Specification

**500/9787/8**

### COURSE DETAILS

#### Year 12

The travel and tourism industry in the UK is growing and is of major importance to the economy. **In Unit 1:** The World of Travel and Tourism, students will develop the practical skills needed to examine, interpret and analyse a variety of statistics that measure the importance of tourism to the UK. Different types of organisation have different roles and offer a range of products and services to many different type of customer. Students will learn how the organisations work together to benefit both themselves and their customers.

**In Unit 3:** Principles of Marketing in Travel and Tourism, students will explore how to develop a successful marketing plan for use by travel and tourism organisations to attract and engage with customers using market research data. This unit will explore the different stages of the process that an organisation or tourist destination goes through when developing its marketing campaign for a given product/service, as well as the importance of meeting customer expectations and communicating with customers effectively

#### Year 13

As part of the **Unit 2:** Global Destinations, the features and appeal of different global destinations will be investigated. Students will analyse consumer trends and the reasons the popularity of global destinations may change, and evaluate how well travel plans/routes/ itineraries meet customer needs. Visitor attractions can draw both domestic and overseas visitors by providing opportunities for relaxation, amusement and education.

**In Unit 9:** Visitor Attractions, students will investigate visitor attractions and the different ways they are funded, and also explore what is meant by the visitor experience and how visitor attractions develop, diversify and use technology in order to meet the needs of their different types of visitors.

## SUMMER WORK FOR INTRODUCTION TO YEAR 12

TASK	TOPIC	
1.	Entrepreneurial motives and characteristics	<b>Produce a fact file on two famous Tourism locations.</b> Discuss the characteristics and skills that makes them successful with tourists. Research how they get repeat tourists/change what they offer and the impact this has on their business.
2.	Identifying a tourism product or service	<b>Identify two possible tourism ideas for a location when you live or have been</b> Possible sources of ideas might include observation, brainstorming or looking at tourism trends or your own interests and hobbies to find potential 'gaps' in the market. You might also wish to invent a new product or service that currently does not exist!
3.	Market research	<b>Conduct primary and secondary market research for your three possible tourism ideas.</b> Your research should investigate competition, customer needs and quantitative data including what the impact on the tourism product or service is.
4.	Course on line	<b>Complete the Future learn course</b> <a href="https://www.futurelearn.com/courses/passport">https://www.futurelearn.com/courses/passport</a> You do not need to pay, unless you want to get a certificate. There are 8 weeks to complete. (You don't have to do one a week). Make notes about what you read and also comment on the website about what you have seen. There are many links within the pages, make sure you click on them.
5.	Modern day Technology	Write a report on what modern-day issues are affecting the travel and tourism industry.

### **Suggested reading:**

- Becker, E (2016) Overbooked: The Exploding Business of Travel and Tourism, London: Simon & Schuster
- Dale, G (2019) BTEC Nationals Travel & Tourism Student Book, London: Pearson
- Gallagher, L (2018) The Airbnb Story: How to Disrupt an Industry, Make Billions of Dollars ... and Plenty of Enemies, London: Virgin

### **Helpful websites:**

Booking.com

Tripadvisor.com

Visitlondon.com

### **TV documentary**

Netflix - Dark Tourism

Netflix – Eat-Pray-Love

BBC – Race Across the World – South America