

Travel and Tourism BTEC Extended Certificate

Introduction to Travel and Tourism

Our world is more connected than ever before. It is now easier and cheaper than ever to travel to other countries and experience different cultures.

Developments in technology have made us more aware of other countries, cultures and events. Technology like the internet and mobile phones mean we can easily research other countries. We watch global news and easily communicate with people from all over the world from the comfort of home or even on the go. All fuelling a desire within us to go and experience the wonders we see and learn about.

To add to this, developments in technology have resulted in destinations here in the UK and across the globe being more accessible than ever. Cheaper cars, low cost flights, bigger and bigger airplanes and cruise ships, research into space travel all mean that it is easier than ever to travel and visit all the wonders we view through modern media. Technology developments facilitate our travel.

These are some of the factors that have contributed to the growth and size of the travel and tourism industry. There are, of course, more.

To show the size of this industry we can look at data showing how many people travel and how much they spend. In 2019 1.4 billion people travelled internationally. These tourists resulted in \$1.7 trillion in spending on travel and tourism products.

However, we find ourselves in the midst of an unprecedented global pandemic; the lockdown has stopped travel, closed hotels, attractions and global travel is at a standstill in an attempt to reduce the spread. Never has the future of travel and tourism been so uncertain.

BTEC Travel and Tourism explores the characteristics of the industry and how and why some countries have benefited from this global tourism industry.

Course at a glance

- Equivalent to one A-Level
- 4 units
- 2 internal assessments (assignment/coursework)
- 2 external assessments (1x exam per year)

Topics at a glance

- Overview of the travel and tourism industry including interpreting and analysing tourism data/statistics
- Global destinations – features and appeal of destinations
- Principles of marketing in travel and tourism
- Understanding the role of visitor attractions

These tasks are designed to help you experience the subject and gain some foundation knowledge, helping you to embark on your travel and tourism learning journey.

Below are three tasks for you to do. Each task builds on the previous task so be sure to start with task 1.

1. The Tourism Industry - destinations	<p>Think about one place you have visited in the UK or abroad or one destination you would like to travel too.</p> <p>Write a summary of your trip using the following subheadings:</p> <ul style="list-style-type: none"> • Location: plot the location on a map on a global scale, a national scale and a local scale. • Purpose: what was the reason you visited this location? Does everyone visit the location for this reason, what are the other reasons why people visit there? • Transport: how did you travel there? How did you move around once you were there? • Duration and who: Who did you visit with? How long were you there? • Activities: what were the main activities and places you visited while you were there? • Organisations: make a list the different types of organisations involved in your experience e.g. airline, hotel, tour operator, bus, attractions, restaurants etc • Considerations: what considerations did you have to make or do before travelling e.g. visa's, vaccines, safety, accessibility, green credentials etc.
2. Travel and Tourism Organisations	<p>Research the role of the following travel and tourism organisations:</p> <ul style="list-style-type: none"> • Tour Operators • Travel agents • Accommodation providers • Transport providers <p>Provide 5 examples for each and write about what they do within the industry and for tourists</p> <p>Hint: what do they do? What products and services do they provide? Are they dependant on each other, or can they do what they do without the other organisations?</p>
3. Travel Tourism in 2020	<p>We are currently in the middle of a global pandemic. The full impact on the travel and tourism industry is untold.</p> <p>Have a go at answering the following exam style question.....</p> <p>Discuss the impact of the Corona virus on the Travel and Tourism industry.</p> <p>The questions below will guide and help you... consider them in the context of travel and tourism</p> <ul style="list-style-type: none"> - What impact is this having on the industry? - Who is being affected by this? - How is this affecting travel and tourism organisations and why? - How people's behaviour might change once this is over? - Is there any good to come out of this crisis? - What actions have travel and tourism organisations taken and why? provide evidence/examples (look at the news). - What recommendations would you make to the industry when it rebuild itself?