Travel and Tourism BTEC Extended Certificate

Course at a glance

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

Topics at a glance

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

Task

Knowing the key terms and concepts of Travel and Tourism is an essential part of the course.

Research and write in ***your own words*** the meaning of the following key travel and tourism terms and concepts. Then give a UK example.

Key Term	Definition	Example (UK)
Domestic tourism		
Inbound tourism		
Outbound tourism		
Leisure travel		

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Business/corporate travel		
VFR ***Vi****siting* ***F****riends and* ***R****ealties as a reason for travel*		
Day visitor		
Short break		
Serviced Accommodation		
Non-serviced Accommodation		
Visitor Attraction		

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Tour Operator		
Travel Agent		
Tourist Information Centre		
Customer Service		
Package holiday		
All-inclusive holiday		
Low-cost airline		

Scheduled airline		
Chartered airline		

Optional extension task: The Future of Travel and Tourism

The full impact of the Covid-19 pandemic on the travel and tourism industry is untold.

Have a go at answering the following exam style question…..

Discuss the impact of the Corona virus on the Travel and Tourism industry.

The questions below will guide and help you. Consider them in the context of travel and tourism

- 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 (tourists) behaviour might change once this is all over?
- Is there any good to come out of this crisis?
- What actions have travel and tourism organisations taken and why? provide evidence/examples from news websites.
- What recommendations would you make to the industry as it rebuilds itself?