

# 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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|  |  |  |
| <b>Business/corporate travel</b>   |  |  |
| <b>VFR</b><br><i>Visiting Friends and Relatives as a reason for travel</i> |  |  |
| <b>Day visitor</b>   |  |  |
| <b>Short break</b>   |  |  |
| <b>Serviced Accommodation</b>  |  |  |
| <b>Non-serviced Accommodation</b>  |  |  |
| <b>Visitor Attraction</b>  |  |  |

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|                                   |  |  |
|-----------------------------------|--|--|
|                                   |  |  |
| <b>Tour Operator</b>              |  |  |
| <b>Travel Agent</b>               |  |  |
| <b>Tourist Information Centre</b> |  |  |
| <b>Customer Service</b>           |  |  |
| <b>Package holiday</b>            |  |  |
| <b>All-inclusive holiday</b>      |  |  |
| <b>Low-cost airline</b>           |  |  |

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|                          |  |  |
|--------------------------|--|--|
|                          |  |  |
| <b>Scheduled airline</b> |  |  |
| <b>Chartered airline</b> |  |  |

## 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?