Component 1

Travel and Tourism
Organisations and Destinations

Student Activities and Exercises

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Component 1: Travel and Tourism Organisations and Destinations

Student Activities and Exercises

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Table of contents

Section A
Comprehension exercises and activities   7

Learning outcome A	Demonstrate an understanding of the UK travel and tourism industry

Learning outcome B	Explore popular visitor destinations

Section B
Assessment practice   128

BTEC Tech Award in Travel and Tourism (2022)

Component 1: Travel and Tourism Organisations and Destinations
Student Activities and Exercises

Introduction

Written to cover the 2022 Pearson BTEC Tech Award specifications, this Teacher Resource provides valuable support to staff delivering **Component 1: Travel and Tourism Organisations and Destinations**.

It is designed to be used in conjunction with the [Component 1 VLE Student eBook](#).

The student activities and exercises included in this resource are divided into two sections:

Section A consists of a series of comprehension exercises which aim to reinforce key terminology and concepts contained in the specification. Where appropriate, suggested answers are provided. Some questions may require additional research by students.

Additionally, a number of activities are provided which require students to undertake research and other developmental activities designed to enhance their understanding of key concepts and to apply this understanding to travel and tourism organisations. These activities also require students to make judgements and to justify their decisions. The activities can be undertaken as individual tasks or as group activities. Students may require additional support to complete the activities.

Section B comprises a range of practice assessment tasks which are designed to assist students with their preparation for the set assignment produced by Pearson. Most of these tasks are focused on a realistic scenario and cover Learning Outcome A and Learning Outcome B.

This resource should be used in conjunction with other materials available on the Pearson Qualifications' website, including the current specification, teachers' guide and sample assessment materials.

We hope you find this resource a useful teaching aid when delivering the BTEC Tech Award in Travel & Tourism course.

Bob Holland & Jayne Clancy
October 2022

Access to more Travel and Tourism resources

Staff and students are welcome to visit our website www.tandtpublishing.co.uk and register for access to our expanding database of travel and tourism resources. You will find a wide range of free and subscription resources, including the latest industry news, videos and video clips, links to relevant websites, blank maps, tourism statistics, student activities, etc. Simply visit the website and click on 'Free Resources' on the top bar to learn more.

About the authors

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Also available

VLE Student eBook

Component 1: Travel and Tourism Organisations and Destinations

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Learning outcomes and component content

Learning outcome A : Demonstrate an understanding of the UK travel and tourism industry

A1 : The major components of the UK travel and tourism industry

A2 : The ownership and aims of travel and tourism organisations and how they work together

A3 : The role of consumer technology in travel and tourism

Learning outcome B : Explore popular visitor destinations

B1 : Visitor destinations

B2 : Different types of tourism and tourism activities

B3 : Popularity of destinations with different visitor types

B4 : Travel options to access tourist destinations

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Section A
Comprehension exercises and activities

A series of comprehension exercises and activities which aim to reinforce key terminology, knowledge and concepts contained in the specification. Where appropriate, suggested answers are provided. Some questions may require additional research by students.

A1 The major components of the UK travel and tourism industry

Exercise 1: Accommodation providers

Need help?
See page 10 of the **eBook**

1. What do the letters B&B and FB stand for when thinking about accommodation?

2. What is the name of the world's largest hotel chain?

3. Name **three** types of self-catering accommodation used by tourists visiting countries in Europe.

4. Explain the meaning of the term 'en-suite' in relation to accommodation.

5.   Explain the meaning of the term 'room service'.

6.   Identify **two** ways in which hotels help to ensure the safety of their guests.

7.   Discuss ways in which hotels are helping to reduce their environmental impact.

8.   Explain why some tourists choose to stay in a hotel on a room-only basis.

9

9. 'Glamping' is a new form of self-catering accommodation. Find out more about glamping and explain what the term means.

10. Use the Center Parcs' website to summarise the range of accommodation available to guests.

11. Discuss the factors which a family with children under the age of 10 might consider when choosing a hotel for a holiday in the UK.

12. Find logos of the following hotel chains and use them to create a digital poster.

- Travelodge
- Holiday Inn
- Best Western

- Hilton
- Premier Inn
- Novotel

A1 The major components of the UK travel and tourism industry

Exercise 1: Answers

1. B&B = Bed & Breakfast   FB = Full Board (breakfast, lunch and dinner)

2. Best Western (currently more than 4,000 hotels in 80 countries).

3. Villa, gite, apartment, studio, chalet, tent, etc.

4. En-suite refers to a private toilet and shower/bath within a room for the sole use of the person/persons occupying the accommodation.

5. Room service refers to food and drinks being ordered by guests and delivered to their room by hotel staff

6. Safety measures include hiring security staff, electronic room keys, CCTV, non-residents not being allowed in lifts to bedrooms, staff training in safety and security procedures, etc.

7. Measures include encouraging guests to save energy by turning off lights and electronic equipment, asking guests to use towels for more than one day, using low-energy lightbulbs, buying more food from local producers to reduce food miles. Also, new hotel buildings are being constructed with more environmentally-friendly materials and are more energy-efficient.

8. Guests might choose room-only if there are cheaper places to eat around the hotel or if they are on a tight budget, if they have an early start and do not require breakfast, if they plan to arrive late and do not want dinner or want to meet people who are not staying in the hotel.

9. Glamping stands for 'glamorous camping' and is luxury camping with high-quality facilities in the accommodation, which could be a pod, yurt, shepherd's hut or tree house, etc.

10. Center Parcs' accommodation is mainly offered as self-catering lodges. Woodland Lodges are the cheapest on offer with Exclusive and Waterside Lodges being more expensive. Guests can also stay in tree houses in certain villages.

11. The choice of which hotel to choose may depend on the age of the children, but the room facilities will be an important factor. The family will require a family room, possibly with one double bed and two singles or two doubles, and possibly a cot. The family will expect the room to be en-suite with tea and coffee making facilities. A fridge for storing some food items (including baby foods) could be important. Another factor might be family-friendly eating facilities with children's menus available. Facilities such as a play area and swimming pool might be important, as would the location of the hotel in relation to nearby visitor attractions. Price is also likely to be an important factor when choosing the accommodation.

A1 The major components of the UK travel and tourism industry

Exercise 2: Transport operators

Need help?
See page 14 of the **eBook**

1. Identify **three** factors tourists need to consider before deciding which type of transport they could use to travel to their destination.

2. Explain the difference between a scheduled coach service and a coach tour.

3. What does the term 'fly-drive' mean?

4. Name **three** large car hire companies which operate globally.

5. What is meant by the term 'hop-on hop-off' bus?

6. Explain why people, both locals and tourists, are being encouraged to use bus services when visiting the countryside and national park destinations.

7. Identify the advantages of taking your own car to travel to a tourist destination, compared to travelling by public transport.

8. Discuss the different types of rail transport services available in the UK.

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9. Explain the difference between a domestic and an international ferry service in the context of the UK.

10. Suggest **three** benefits of taking a cruise holiday.

11. Explain the difference between domestic, long-haul and short-haul flights.

12. Discuss the range of transport products and services required by tourists who are travelling to their chosen destination.

13. Explain why a high level of customer service should always be provided by transport operators.

14. How are transport operators becoming more sustainable and trying to reduce their environmental impact? Do you think this will be effective? Give reasons for your answers.

15. Identify the changing transport trends in travel and tourism over the last 50 years.

16. Collect images of the following forms of transport and create your own poster:

- A *Eurostar* train
- A Brittany Ferries' ship
- A city bus tour

- A Boeing 787 *Dreamliner* aircraft
- A heritage railway steam engine
- A cycle hire scheme

15

A1 The major components of the UK travel and tourism industry

Exercise 2: Answers

1. Key factors will include the length of the journey from home to the destination, both in terms of distance and time, the number of people travelling and composition of the group, the budget of those travelling, the availability of public transport, access to a private motor car and the length of stay at the destination.

2. Scheduled coach services, such as those offered by National Express and Megabus, run to a timetable between major towns and cities in the UK and a set fare is charged. Coach tours are organised by tour operators for visitors to explore a region of the UK (or another country) and may last a number of days, with accommodation provided as part of a package price.

3. 'Fly-drive' refers to a type of holiday which involves flying to a destination and collecting a hire car, normally from an airport, which the tourist drives around the destination, choosing where they want to visit. The tourist then returns the car and flies home.

4. Hertz, Avis, Budget, Alamo, Enterprise, etc.

5. A 'hop-on hop-off' bus makes a circular journey around major tourist towns and cities, stopping at key visitor attractions. Tourists with tickets can get on or off the bus as they choose.

6. Countryside and national park destinations have seen an increase to traffic in recent years which has led to congestion and increased pollution. Car parks have been overflowing and tourists parking illegally on road verges. Using bus services reduces traffic congestion and pollution and is a more environmentally-friendly way of transporting tourists around countryside areas and national parks.

7. Travelling by private car to a destination provides the visitor with far more flexibility and choice regarding where and when they want to travel. Tourists in cars are not governed by public transport timetables or schedules provided by tour operators. Also, travelling by private car generally allows visitors to carry more luggage and can often be a cheaper alternative for domestic tourists.

8. There are a number of different types of rail transport available in the UK. These include:

   - Eurostar services from London to major cities in Europe
   - Inter-city services between major towns and cities
   - Underground systems in major cities
   - Tram systems
   - Suburban railways
   - Branch lines in rural areas
   - Heritage railways

9. Domestic ferry services link mainland Britain to Northern Ireland and the numerous islands within the British Isles including the Isle of Man, the Isle of Wight and the Scottish islands. These are used by the local population as well as tourists. International ferries carry tourists between the United Kingdom and European

16

countries, mainly Ireland, France, Belgium and Spain. The most popular routes are the short crossings between England and France.

10. The benefits of a cruise holiday include:

   - The opportunity to visit a number of destinations during one holiday
   - The security of staying on board rather than in the destination
   - No need to change accommodation when visiting different destinations
   - Food and entertainment are usually included in the price
   - Onshore tours provide an opportunity to visit and explore each destination visited

11. A domestic flight occurs within one country without crossing an international border, e.g. flying from Gatwick to Newcastle. Short-haul flights are mainly within Europe to destinations such as Spain, Portugal and Italy. Long-haul flights are those which connect the UK with other continents, such as North America and Asia, and countries like Australia. The Civil Aviation Authority (CAA) categorises short-haul flights as covering less than 1500km, while long-haul flights are more than 3500km.

12. The main products and services required by tourists travelling to their destination include:

   - Accommodation if the journey is overnight, e.g. in some cases by ferry or train
   - Updated information relating to travel conditions and arrival time
   - Carriage of luggage
   - Food, drinks and entertainment

13. Tourists often have a choice regarding the organisation with which they are travelling and poor service may result in the customer choosing another transport provider. Also, poor service leads to complaints which may cost the organisation money to resolve and have a negative impact on its reputation.

14. Transport operators are becoming more sustainable mainly by developing new forms of fuels which cause less pollution. These are likely to be effective and more widely available in the future, but not immediately. Also, modern aircraft are being built with more environmentally-friendly materials, making them lighter and more fuel-efficient.

15. Generally, people travel more now than they did 50 years ago and it is far more common to travel to long-haul destinations. New types of transport have been developed to cater for this increased demand, such as high-speed trains and long-haul aircraft. Also, people are more active in their later life and can take more holidays and short breaks either using their own vehicles or public transport. Technology has revolutionised the ways in which transport providers develop and sell their products and services, while tourists can use a variety of travel apps to research and book their holidays and transport products.

A1 The major components of the UK travel and tourism industry

Exercise 3: Visitor attractions

Need help?
See page 25 of
the **eBook**

1. Explain what is meant by the term 'day visitor'.

2. Natural attractions refer to specific sites and not a destination – this often causes confusion. Identify whether each statement is true or false in the following table.

Statement	True or false?
Durdle Door is a natural attraction	
The Giant's Causeway is a destination	
Cheddar Caves is a natural attraction	
Lake Windemere is a destination.	

3. Identify the natural attractions that are often found on the three different types of landscape below.

Landscape	Natural attractions
Coastal areas	
Upland areas	
Inland water features	

18

4. Explain why many natural attractions in the UK are free for people to visit.

5. Name the organisation that owns the purpose-built visitor attractions of Legoland Windsor, Alton Towers and Thorpe Park.

6. Give **one** reason why tourists visit museums and art galleries.

7. Explain why castles, which are known as heritage attractions, have become popular visitor attractions.

8. Briefly describe **two** examples of types of heritage attractions other than castles.

9. Identify the 'key products' of most visitor attractions. Give **two** examples to support your answer.

10. Explain why secondary products and services are important to visitor attractions. Give **two** examples to support your answer.

11. Describe how natural attractions can be protected from 'overtourism'.

12. Suggest the range of tourist activities which could take place in the area shown here.

A1 The major components of the UK travel and tourism industry

Exercise 3: Answers

1. A day visitor is a person who travels from their own area to a destination, takes part in tourist activities, such as visiting an attraction, and returns home the same day.

2. Statement 1 = true, statement 2 = false, statement 3 = true, statement 4 = false.

3. Coastal areas – beaches, cliffs, caves, inlets, coves, estuaries, etc. Upland areas – mountains, hills, valleys, crags, etc. Inland water features – lakes, rivers, waterfalls, etc.

4. Natural attractions are found throughout the UK and are very accessible to visitors, whether on foot, bicycle, public transport or by car. Also, many are found on public land to which visitors have free access at all times.

5. Merlin Entertainments.

6. To find out more about the past or the history of an area. To study the work of a famous artist.

7. Castle buildings can be hundreds of years old and are interesting to visit for people of all ages. They show what life was like at the time when the castle was built and ruined castles can be interesting to explore.

8. Important churches and cathedrals can be interesting to domestic and overseas visitors. Historic houses show how people lived in the past. Battlefields might be of interest to people whose ancestors fought in the battle.

9. The key product of nearly all visitor attractions is the experience that they provide, rather than a physical product which can be taken away at the end of the visit. This experience may involve entertainment, such a visit to a theme park, a hobby or interest, for example walking round a battlefield site, or education, such as attending a day in an education workshop in a National Trust property or taking part in a craft workshop.

10. The secondary products of visitor attractions include, car parks, cafés and restaurants, brochures, leaflets and the sale of souvenirs. Sales of food, beverage and souvenirs provide extra income for the attraction. Car parks and good toilets improve the level of customer service for visitors.

11. Natural attractions can be protected from overtourism by:

    - Signage – which shows tourists where they can and can't walk
    - Management of footpaths to protect the area
    - Educating visitors by explaining why the feature is important
    - Limiting the number of tourists who can visit the attraction at any time

12. Beach activities and games as well as sunbathing. Walking along the beach or cliffs. Sea-based water sports such as sailing, surfing, wind-surfing, paddle-boarding, etc.

A1 The major components of the UK travel and tourism industry

Exercise 4: Tour operators

1. Give **two** reasons why many tourists like to buy a package holiday from a tour operator rather than making their own holiday arrangements.

2. Explain how a tour operator 'builds' a holiday.

3. In the following table draw a line to match each statement to the correct type of tour operator.

Description	Type of tour operator
Companies which specialise in meeting the needs of visitors from overseas who wish to stay in its country	Domestic tour operators
Tour operators which provide tours of one country for people living within that country	Inbound tour operators
Companies which provide package holidays and coach tours for UK residents travelling abroad	Specialist or 'niche' tour operators
Tour operators offering specialist tours, e.g. sailing holidays, winter sports holidays, wine tasting breaks, etc.	Outbound tour operators

4. Give **one** advantage and **one** disadvantage of package holidays compared to making your own holiday arrangements.

5. Explain why tour operators have to provide different 'products' to meet customer needs

6. How does a tour operator benefit from providing a high level of customer service?

7. Identify the **three** stages when customer service should be provided by a tour operator for customers who have booked a package holiday.

Stage 1
Stage 2
Stage 3

23

8. Explain, in a short paragraph, **two** important factors from each customer service stage identified in the previous question.

9. Identify **two** partner organisations that tour operators work with as part of their business operations.

10. Explain why most tour operators show their customers that they act in a sustainable way and understand the need to reduce waste by recycling as much as possible.

A1 The major components of the UK travel and tourism industry

Exercise 4: Answers

1. Many tourists prefer to 'buy' a holiday from a tour operator because they can see the exact cost of the holiday. Another advantage is that the money paid to the operator before the holiday takes place is protected. Also, buying a package holiday saves the tourist time and it can work out to be cheaper than assembling the component parts separately.

2. A tour operator agrees to 'buy' so many beds from an accommodation provider and so many seats on an aircraft and then adds on a profit margin to arrive at a selling price for the holiday.

3.

Description	Type of tour operator
Companies which specialise in meeting the needs of visitors from overseas who wish to stay in its country	Domestic tour operators
Tour operators which provide tours of one country for people living within that country	Inbound tour operators
Companies which provide package holidays and coach tours for UK residents travelling abroad	Specialist or 'niche' tour operators
Tour operators offering specialist tours, e.g. sailing holidays, winter sports holidays, wine tasting breaks, etc.	Outbound tour operators

4. The main advantage of package holidays is convenience, since all the travel arrangements are taken care of by the tour operator/travel agent. Also, the holiday is a set price and the money paid by the customer is protected. The disadvantages are that many package holidays are available at set times and dates which might not suit the customer, and some travellers prefer to make their own arrangements rather than buying an 'off-the-shelf' holiday.

5. Tourists now expect far more choice when it comes to holidays and other travel products. Tour operators have to provide package holidays at different prices to suit tourists' needs and budgets. A wider range of accommodation, including self-catering accommodation, is now available and holiday companies have to meet the needs of different types of tourists, such as groups, couples and families, as well as those with special interests. Catering for a wide range of customers can increase a tour operator's revenue and profits.

6. High levels of customer service are likely to lead to increased customer loyalty and lead to more repeat bookings, in addition to the tour operator gaining a good reputation.

7. Stage 1 – Before the holiday. Stage 2 – during the holiday. Stage 3 – after the holiday.

8. Stage 1 – dealing with the booking effectively, good communication and handling payments correctly. Stage 2 – ensuring that the tourists have their needs met while on holiday and dealing with any issues which may arise. Stage 3 – following up on any problems and obtaining feedback from the customer.

9. Hotels and other accommodation providers. Airlines and other transport operators.

10. More tourists are aware that travel and tourism can have negative impacts on the environment and want to see that tour operators are making changes which will make travel and holidays more sustainable. This might include more fuel-efficient aircraft, reducing waste in hotels, not printing brochures to reduce the use of paper and investing in the destinations and communities that they feature in their holiday programmes.

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A1 The major components of the UK travel and tourism industry

Exercise 5: Travel agents

1. Explain how people booked holidays before 'the digital age', i.e. before tourists could book online using the internet.

2. Identify **three** different travel products that people can now book and pay for online rather than going to a travel agent.

3. Give the name of the organisation thought to be the world's biggest online travel company.

4. Explain why some people still prefer to use the services of a travel agent.

5. Give **four** reasons why many large organisations use the services of business travel agents.

6. Name **one** of the world's largest business travel agencies.

7. Explain the differences between retail travel agents and business travel agents.

8. What are the advantages of working with a company such as Travel Counsellors?

9. Explain how an 'independent travel agent' operates.

10. What is the name of the UK's current largest chain of travel agents (also known as multiple travel agents)?

11. Describe the ways in which travel agents work with other sectors of the travel and tourism industry.

12. What do the letters OTA stand for?

13. Identify **three** online travel agents.

14. Explain how online travel agencies operate.

15. How have advances in technology changed the way that travel agents operate?

A1 The major components of the UK travel and tourism industry

Exercise 5: Answers

1. People would visit a travel agent who made the booking for them, as well as arranging the delivery of tickets and other documentation by post. Leisure tourists wishing to book a holiday would visit a travel agent to discuss their choices, take away and read printed brochures produced by tour operators and then return to the travel agency to finalise their booking.

2. Holidays, flights, accommodation, train tickets, travel insurance, car hire, etc. can all be booked and paid for using a laptop or mobile phone.

3. Booking.com

4. People still use the services of a travel agent when they need specialist information, do not have the confidence or understanding to use technology or when they need the support of 'real' people face-to-face.

5. (1) If a company is sending twenty or thirty delegates to a conference it will be easier to make one booking for all of the people rather than letting them make individual bookings.
(2) Business travel agents will be able to negotiate special rates from travel organisations and accommodation providers, thereby reducing costs to their clients.
(3) Senior managers and executives will not have time to make their own travel arrangements and may require special services such as a first-class airline seat or even travel by executive jet.
(4) Football clubs such as Manchester United or an international rugby team would use the services of specialist business travel agents to make their travel arrangements. These services cannot be provided by most travel agents so they use the services of specialist business travel agents.

6. CWT – Carlson Wagonlit Travel.

7. Retail travel agents sell holidays and other travel products to the general public. They make money by earning a commission from the airlines, tour operators and other travel companies whose products they sell. Business travel agents specialise in making travel arrangements for business people and organisations. They can negotiate reduced rates for travel and accommodation and pass these savings on to their clients. They may earn a commission from every sale or charge a set fee to their clients for an agreed period of time.

8. The advantages are that you can work from home after buying into a franchise, which means you will have the support of the organisation and be able to sell holidays and other travel products to customers. You will also have the chance to develop close business relationships with your clients.

9. Independent travel agents often have only one or two branches in a town or city. They provide specialist information to customers who want to make travel arrangements. They are also able to sell a full range of products from a variety tour operators and travel organisations, rather than being tied to one particular company.

10. Hays Travel.

11. Travel agents work with many other companies and organisations in different sectors of the travel and tourism industry, including tour operators, airlines, car hire firms, train companies, coach operators, etc. They earn commission from selling the travel products supplied by these companies. Travel agents also work with tourist boards to promote destinations to customers.

12. OTA stands for online travel agent.

13. Expedia, Travelocity, Opodo, etc.

14. OTAs operate sophisticated websites, linked to those of airlines, accommodation providers and other travel companies, which enable customers to make their own bookings online, pay for these products and receive instant confirmation, all from a laptop or mobile device. OTAs make commission from selling travel products from tour operators, airlines, car hire companies, etc.

15. Advances in technology have resulted in major changes for both travel and tourism customers and organisations. The number of UK travel agencies has declined in recent years as more people have chosen to book their holidays online. Travel agents have used technology to develop 'multi-channel' businesses, made up of high-street premises and online operations. Technology has also revolutionised that way that travel agents communicate with their customers, e.g. by email, text and via social media.

A1 The major components of the UK travel and tourism industry

Exercise 6: Tourism promotion

1. Explain why promotional activities are carried out by travel and tourism organisations.

2. List the 'five Ps' of marketing.

3. Identify **three** examples of 'products' found in the travel and tourism industry, even though the tourist cannot take them away.

4. Explain why a destination needs to be promoted as a unique product to tourists.

33

5. What are the main aims of a private sector travel and tourism organisation when it carries out promotional activities?

6. Describe the promotional activities carried out by local authorities in most UK major cities and coastal destinations to attract more visitors.

7. What do the letters DMO stand for?

8. Do DMOs work at a local or regional level in the UK?

9. Describe the role of a DMO and give **one** UK example.

10. Name the **four** UK national tourist boards.

11. What is a domestic tourist?

12. What is an inbound tourist in the context of the UK?

13. Name the organisation responsible for promoting visits to the UK from the rest of the world.

14. Explain how the organisation you selected for question 13 carries out its work.

15. What methods do tourist boards use to promote their destinations to the public?

16. What is meant by the term 'travel trade'? Give two examples of UK travel trade organisations.

17. What are the benefits of a destination of holding major events?

18. Why is it important for a tourist destination to persuade tour operators to include it in their itineraries?

19. Describe the range of products and services provided by tourist boards to the travel trade.

37

A1 The major components of the UK travel and tourism industry

Exercise 6: Answers

1. Promotional activities are used by travel and tourism organisations to keep a product or destination in the minds of customers, thereby helping to stimulate demand and, ultimately, generate extra sales and/or visits.

2. The 'five Ps' are **p**roduct, **p**rice, **p**lace, **p**eople and **p**romotion.

3. In travel and tourism, airline seats, beds in hotels and a theme park experience are all examples of the 'products' of the industry.

4. Destinations can be seen as products which need to be promoted to potential tourists because all tourism destinations are competing with each another for the income provided by visitors. It is important for destinations to promote what makes them unique, to identify to tourists the special qualities of the destination and to promote these qualities to the right types of tourists.

5. Private sector travel and tourism organisations are ultimately in business to make a profit, either for their owners or shareholders. In order to achieve this, they must promote their products and services effectively to their target markets, while maintaining excellent standards of customer service.

6. Local authorities of most major destinations provide one, or sometimes more, tourist information centres (TICs), which tourists can visit to find out about activities, attractions and things to do in the local area. These destinations also use advertising, public relations (PR) activities, websites and social media to promote the attractions of the area, help potential visitors to book accommodation and provide up-to-date information about events taking place.

7. DMO stands for Destination Management Organisation.

8. DMOs work at regional level in the UK, complementing the work of local authorities in promoting destinations.

9. DMOs work in partnership with private and public sector tourism organisations to promote specific destinations in the UK. For example, the city of Cambridge, which is within the area covered by the East of England Tourist Board, has its own DMO. Visit Dorset is another example of a Destination Management Organisation.

10. VisitEngland, VisitWales, VisitScotland and Discover Northern Ireland.

11. A tourist who takes a holiday or day trip within their own country.

12. Inbound tourists are people who visit the UK from another part of the world, for example an American couple taking a holiday in Cornwall.

13. VisitBritain.

14. VisitBritain has offices in major cities around the world, such as New York and Paris, and works with airlines and tour operators in many countries, supporting them in

promotion and organising tours to the UK. VisitBritain uses various promotional techniques, including advertising, PR (public relations) activities, social media posting, websites, journalists' visits, etc. to promote UK attractions, culture, heritage and landscapes which appeal to overseas tourists.

15. Tourist boards promote their destinations by providing websites and apps through which visitors can obtain a range of information, make accommodation reservations, buy tickets for attractions and find out about forthcoming events before arriving at the destination. They also provide tourist information centres (TICs) at the destination which have a range of information and maps, brochures, guides and other information. They also sell merchandise such as local produce and souvenirs of the destination.

16. The 'travel trade' refers to all the companies and organisations that work in the travel and tourism industry, e.g. tour operators, coach companies, airlines, event organisers, tourist guides, etc.

17. The main benefit of holding major events in a destination is that it creates income for local businesses. These could be travel and tourism businesses, such as guesthouses and hotels, or businesses supplying services to the visitors, e.g. taxi firms, garages, food shops, etc. Staging major events also raises the profile of a destination through media exposure, e.g. TV and radio coverage.

18. If a tour operator includes a destination in its itinerary, it will bring more visitors and extra revenue for the local economy.

19. (1) Education and training for staff employed in the travel and tourism industry. This could include customer service training or providing information about attractions and facilities in the destination.
(2) Marketing and promotional activities, perhaps relating to a forthcoming event such a festival or sporting event.
(3) Certification and grading different types of accommodation to provide tourists with an idea of the standard of accommodation they are booking.
(4) Attending trade exhibitions and events where destinations can promote what they have to offer to the travel trade.

A1 The major components of the UK travel and tourism industry

Exercise 7: Ancillary services

1. What are 'ancillary services' in travel and tourism?

2. Identify the **two** main costs tourists pay when booking overseas package holidays.

3. Suggest **three** different tourism activities for which you will need to purchase tickets to take part.

4. Describe **three** different types of travel insurance available to tourists.

5. Name **one** UK company which specialises in providing ancillary products and services for travellers.

6. Why is it important for UK tourists to have travel insurance when travelling abroad?

7. Describe the different ways that travellers can buy car hire as part of their holiday abroad.

8. Explain the difference between on-site and off-site airport parking.

41

9. Identify **two** hotel chains that provide accommodation near airports for tourists who have early morning flights or need to travel long distances to their departure airport.

10. What facilities are provided at airports for tourists who wish to relax in a quiet environment before their flight if they do not want to wait in busy departure areas?

11. Identify **two** ways that tourists can book the services described in questions 8,9 and 10

12. Which UK organisation issues passports that allow British citizens to travel abroad?

13. Explain why the introduction of the Euro currency made it easier for UK tourists travelling to popular destinations in Europe.

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14. Identify **two** places where travellers can obtain foreign currency for travel abroad.

15. Why is there less need for cash in popular tourist destinations?

A1 The major components of the UK travel and tourism industry

Exercise 7: Answers

1. Ancillary services are extra services and products provided by travel and tourism organisations over and above their core products. They include travel insurance, car hire, airport parking, tickets for attractions, access to airport lounges, excursions, etc.

2. The flight and the accommodation.

3. Attending a sporting event, a music festival or visiting an attraction.

4. (1) Insurance that covers the cancellation of a trip when there is an emergency such as terrorism or an airline going out of business.
   (2) Insurance that covers accidents and illness which might happen when a tourist is away from home.
   (3) Insurance for motorists to cover breakdowns or accidents, especially if they are travelling outside of the UK.

5. Holiday Extras.

6. Travel insurance gives tourists peace of mind by knowing that, if anything goes wrong with their holiday, they are covered and will be compensated for any excessive delays, distress, loss of luggage, medical emergency costs, onward travel expenses, etc.

7. Car hire can be booked online or by phone before travelling to a destination, either direct with the company or through a travel agent/tour operator, or purchased at the airport on arrival.

8. On-site parking refers to parking that is within the boundary of an airport, often allowing passengers to walk to the terminal. Off-site parking is located away from the airport with shuttle buses running at frequent intervals to and from the terminals.

9. Travelodge, Hilton, Premier Inn, etc.

10. Airport lounges are where passengers can relax before their flight, perhaps enjoying a meal, reading a magazine or even having a massage.

11. They can be booked through a travel agent/tour operator or direct with the provider via an app or website.

12. HM Passport Office.

13. The Euro is used in many popular destinations in Europe, such as Spain, Portugal and Italy, which means that tourists no longer need different currencies when travelling to each individual country. They can enjoy the convenience of using their Euros throughout each of these countries.

14. Most popular currencies can be purchased at high street banks and Post Offices as well as at travel agents and airports. Currencies can also be ordered online for home delivery or airport pick-up.

15. There is less need for cash because tourists can use their debit or credit cards to make purchases.

A1 The major components of the UK travel and tourism industry

Activity 8: Major components of the UK travel and tourism industry

Need help?
See pages 9-49 of the **eBook**

For this activity you will need to research **one** organisation from each of the major components of the UK travel and tourism industry, namely accommodation providers, transport operators, visitor attractions, tour operators, travel agents, tourism promotion and ancillary services.

Using the table below as a guide, create your own table or spreadsheet with the required information.

For each component you will need to research key information, working mainly from the organisation's website. Some of the boxes in the table below will contain more information than others, but that's not a problem. Guidance notes have been provided in italics to help you with your research.

Major Components of the UK Travel and Tourism industry							
	Accommodation provider	**Transport operator**	**Visitor attraction**	**Tour operator**	**Travel agent**	**Tourism promotion**	**Ancillary service**
Name of organisation	*Chain hotels might be best*	*Not too large. Ferry or coach operator?*	*Somewhere you have visited and know?*	*One with a good website*	*High street*	*Local tourist board or DMO*	*Not too large. Airport parking or tickets?*
Costs	*Examples of room rates, B&B rates, etc.*	*Examples of cost of journeys*	*Day ticket, family ticket, annual pass*	*Range of prices*	*Range of product prices*	*Cost of items in TIC?*	*Range of examples from companies*
Location	*City centre. Out of town, coastal locations, how many sites?*	*Examples of routes*	*Where is it?*	*Which holiday destinations are featured?*	*Is there a branch close to where you live?*	*Area covered by tourist board or DMO*	*Location of the business or events*
Key products	*Hotel rooms – dining, conference and other facilities*	*Other services as well as journeys*	*Entertainment, education or information*	*Holidays and other travel products*	*Holidays and other travel products*	*For tourists and for the travel trade*	*Range of products for sale*
Types of customers	*Families, inbound, business, groups, other?*	*Families, inbound, business, other?*	*Families, inbound, groups, business, other?*	*Families, inbound, business, other?*	*Families, other groups, business, specialist*	*Families, inbound, business, other?*	*Families, inbound, business, other?*

A1 The major components of the UK travel and tourism industry

Activity 9: The range of facilities for tourists

Use the VisitWales website (www.visitwales.com) to complete the table below with **four** actual examples found in Wales. Choose your examples to show the range of tourist facilities available.

Tourist facilities	Your <u>four</u> examples from the range available in Wales
Different tourist activities	
Different types of accommodation	
Different visitor attractions	
Different events	
Different types of holiday	
Different destinations	

Having completed your table, use your findings to explain how and why Wales would appeal to a wide variety of UK and overseas tourists.

A2 The ownership and aims of travel and tourism organisations and how they work together

Need help?
See page 51 onwards of the **eBook**

Exercise 10: Public, private or voluntary sector

1. Carry out some research into whether each of the following organisations is in the private, public or voluntary sector and put a tick in the appropriate column.

Organisation	Private sector	Public sector	Voluntary sector
easyJet			
The London Eye			
VisitWales			
British Airways (BA)			
Foreign, Commonwealth and Development Office			
DCMS (Department for Digital, Culture, Media and Sport)			
Chessington World of Adventures			
Tourism NI			
Longleat			
Civil Aviation Authority (CAA)			
Cardiff Airport			
VisitScotland			
Avis car hire			
Jet2 Holidays			
English Heritage			
The Eden Project, Cornwall			
CADW (Welsh historic monuments)			
Wildfowl and Wetlands Trust			
Department for Transport			
Hilton Hotels			
On the Beach Travel			
TUI Travel Group			
Premier Inn			
Hays Travel			
Center Parcs			
National Trust			
Beamish Living Museum			
Chiltern Railways			
Leger Holidays			
Ironbridge Gorge Museum			
Heathrow Airport			
Eurostar			

48

2. Identify the outcome if travel and tourism businesses do not sell enough of their products and do not make a profit over time.

3. Explain, using the example of airports and airlines, how travel and tourism organisations work together.

4. Giving actual examples, identify **two** types of multi-million pound travel and tourism organisations that operate throughout the world.

5. What is the primary aim of the organisations you identified in question 4?

6. Explain what an investor expects to gain by investing in large travel and tourism organisations.

7. Explain what happens when travel and tourism organisations make a loss.

8. What measures can senior managers of large private sector travel and tourism organisations put in place to increase their market share?

9. To which sector (private, public or voluntary) do most travel and tourism organisations belong?

10. How does public sector support for tourism help local communities and the wider economy?

11. Giving a named example, describe how a local authority in a UK seaside town helps to promote tourism.

12. What is meant by the term 'public-private partnership' in UK tourism?

13. Give **one** example of a major voluntary sector organisation working in the UK travel and tourism industry.

14. Explain the main aims of the National Trust and describe the work it carries out to achieve these aims.

15. Explain the main aims of the YHA and describe the work it carries out to achieve these aims.

A2 The ownership and aims of travel and tourism organisations and how they work together

Exercise 10: Answers

1.

Organisation	Private sector	Public sector	Voluntary sector
easyJet	✓		
The London Eye	✓		
VisitWales		✓	
British Airways (BA)	✓		
Foreign, Commonwealth and Development Office		✓	
DCMS (Department for Digital, Culture, Media and Sport)		✓	
Chessington World of Adventures	✓		
Tourism NI		✓	
Longleat	✓		
Civil Aviation Authority (CAA)		✓	
Cardiff Airport		✓	
VisitScotland		✓	
Avis car hire	✓		
Jet2 Holidays	✓		
English Heritage			✓
The Eden Project, Cornwall			✓
CADW (Welsh historic monuments)		✓	
Wildfowl and Wetlands Trust			✓
Department for Transport		✓	
Hilton Hotels	✓		
On the Beach Travel	✓		
TUI Travel Group	✓		
Premier Inn	✓		
Hays Travel	✓		
Center Parcs	✓		
National Trust			✓
Beamish Living Museum			✓
Chiltern Railways	✓		
Leger Holidays	✓		
Ironbridge Gorge Museum			✓
Heathrow Airport	✓		
Eurostar	✓		

2. Travel and tourism businesses which do not sell enough of their products to make a profit will ultimately fail and cease trading.

3. Without airports, airlines could not land their planes and airports mainly make their money by charging airlines to land and use their facilities.

4. Airlines, hotel chains and cruise lines. Examples could include British Airways, Intercontinental Hotels, P&O Cruises, etc.

5. As they are all private sector organisations, their primary aim is to make a profit for their owners and/or shareholders, who could be individuals or financial organisations.

6. The investor expects to get a financial return on their investment, i.e. they want to see the amount of money they invested grow over time.

7. They have to borrow money from banks, investors, family or friends and repay the loan from future profits or cease trading if the loss continues.

8. Senior managers can reduce prices, increase marketing and promotion, take over other companies, etc. in order to sell more products and services than their competitors, thereby increasing their market share.

9. Most travel and tourism organisations operate in the private sector.

10. The public sector can support communities and the wider economy because the UK government (public sector) provides funds for VisitBritain (public sector). By promoting tourism to the UK, more people will visit from overseas. These inbound tourists spend money on accommodation, visiting attractions and other tourist activities which helps the economy grow. Also, as more tourists come to visit the UK, more British people will be employed to work in hotels, drive coaches, become tourist guides, etc. which again supports the economy. Local authorities also invest in tourism to create jobs and develop businesses in their local areas.

11. Local councils provide funding to promote their areas as tourist destinations, for example Scarborough, Llandudno, Bognor, Brighton, etc. The council might fund a tourism department or operate a website and may also provide a tourist information centre (TIC). As more tourists visit the destination, more money will be generated for the area and more people will be employed, thereby helping the local economy.

12. This is when public sector organisations set up companies to provide certain services. For example, many local bus services in towns and cities are managed by a company owned by the local council. A public-private partnership could also be developed to promote an area for tourism, with the public sector providing funding for promotion and private travel and tourism businesses supplying the accommodation, events, attractions, etc.

13. The National Trust or the YHA (Youth Hostels Association).

14. The National Trust aims to preserve and protect the historic properties and landscapes it owns and manages. The trust has an important role in managing its properties and the items within them because many can never be replaced and part of the nation's heritage would be lost if buildings and artefacts fell into disrepair.

15. The YHA exists to enrich the lives of all, especially young people, by providing hostel stays and experiences that improve physical health, mental wellbeing and life skills.

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A2 The ownership and aims of travel and tourism organisations and how they work together

Exercise 11: Common aims of travel and tourism organisations

Need help?
See page 56 onwards of the **eBook**

1. Fill in the three words missing from the following statement:

   All travel and tourism organisations, no matter what sector they operate in, have a number of common aims. These may be …………………………… , relating to sales and profits, or more …………………………………..., which may involve considering how the business might develop in the future, or the wider ……………………………….. in which the business operates.

2. Identify **three** financial aims of travel and tourism organisations.

3. What do the letters CSR stand for? Explain what CSR means in an organisation.

4. Travel and tourism organisations have become aware that they have to a adopt a more sustainable approach in the way they operate. Give **three** examples of how travel and tourism organisations have adopted a more sustainable approach in their operations.

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5. Describe **two** strategies that travel and tourism organisations have adopted in order to contribute to their local communities.

6. Suggest ways in which private sector travel and tourism companies can carry out their aim to expand their businesses.

7. Diversifying in business means selling a greater range of products and services to a wider selection of customers, i.e. not having '*all your eggs in one basket*'. Give **two** examples of how a tour operator might diversify its business.

8. Using named examples, give **two** instances of travel and tourism organisations competing directly with each another.

9. Give **one** example of how travel and tourism organisations achieve their aim of ensuring that the quality of their product or service meets customers' needs and expectations.

10. Explain how 'low-cost' airlines provide value for money to passengers.

11. Explain how major hotel chains, airlines and attractions aim to generate customer loyalty.

12. What does the term 'brand awareness' mean?

13. Give **three** examples of well-known travel and tourism businesses that have strong brand recognition.

14. Give **one** example of a well-known voluntary sector travel and tourism organisation in the UK that has a strong brand image.

15. Give **two** examples of popular coastal destinations in the UK that have a strong brand image.

16. What is an interrelationship in the travel and tourism industry? Give an example to support your answer.

17. What are interdependencies in the travel and tourism industry? Give an example to support your answer.

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A2 The ownership and aims of travel and tourism organisations and how they work together

Exercise 11: Answers

1. The three missing words are **financial**, **strategic** and **environment**.

2. Example answers could include – selling goods and services to make a profit, increasing sales, increasing market share, reducing losses in the business, breaking even, managing assets more effectively, etc.

3. CSR = corporate social responsibility. Travel and tourism organisations increasingly need to show that they are conducting business in a responsible manner, not just aiming to make as much money as possible. They want to show that they are making a positive economic impact, perhaps be employing more people; having a positive social impact by helping people to enjoy their leisure time; or making a positive environmental impact by reducing energy consumption, pollution or food waste.

4. Transport operators, especially cruise ships and aircraft, create high levels of pollution and these companies are working hard to introduce new types of fuel and to reduce harmful emissions. Hotels and other types of accommodation have been encouraging their guests to use less energy and recycle more for a number of years. Tour operators understand that customers are more aware of the need to address sustainability and have adopted new policies such as, for example, not printing brochures to reduce waste and educating tourists who visit long-haul destinations on local cultural differences.

5. Some travel and tourism organisations, such as large theme parks and airports, can have negative impacts on the local community, such as traffic jams at peak times and ongoing noise pollution. Such organisations need to show that they are 'good neighbours' and to 'put something back' into the local community. This could be discounted tickets for local residents, Christmas parties for children or support for local charities. In less-developed countries, tour operators might support the building of a school in the community or help with an environmental project. Local councils provide a range of facilities such as toilets, events and bus services which are available to tourists as well as the local community. Voluntary sector organisations may work to protect and manage areas of coast, woodland or countryside which can be enjoyed by tourists and local people

6. By opening more high street travel agencies or adding new hotels to a chain such as Travelodge or Premier Inn would be a sign that the business is being successful, as would an airline adding to its fleet of aircraft or flying to more destinations. Larger travel and tourism organisations often take over smaller ones in order to expand their operations.

7. A tour operator providing holidays to a wider range of destinations so that if one destination becomes unpopular, other destinations would still remain profitable. The tour operator could offer a wider range of holidays targeted at different types of tourists. It could also introduce a range of activities to its holiday programmes, e.g. sailing, cycling, walking, etc.

8. Two large accommodation providers, Travelodge and Premier Inn, offer a very similar product for a similar price. These organisations need to be very aware of the prices,

products and extra services being offered by the competition. With regards to flights between London and New York, which is one of the world's most popular routes, there is a lot of competition because a number of US-based airlines fly between the two cities, as well as British Airways and Virgin Atlantic.

9. This could involve ensuring that the food served in a hotel restaurant is of a good quality, by providing accurate and detailed information relating to a holiday booking or training staff to a high standard in order to ensure excellent customer service.

10. Low-cost airlines, such as easyJet and Ryanair, provide a 'no-frills' service, but millions of passengers each year would agree that they have received very good value for money, especially if the flight only cost £9.99 plus taxes.

11. Most major hotel chains have schemes through which customers can earn a discount when they have stayed for a certain number of nights. Airlines have similar schemes built around 'air miles'. Some visitor attractions offer annual passes which encourage people to visit on a regular basis. Customer loyalty can also be achieved through developing lasting relationships with customers and ensuring that the level of service provided is consistently of a high standard.

12. Brand awareness is the extent to which a customer recognises one particular brand over another, e.g. mentioning British Airways when asked to name an airline or Hilton Hotels in the case of accommodation.

13. Answers could include Alton Towers, TUI Travel, easyJet, Premier Inn, Avis car hire, etc.

14. The National Trust or the YHA (Youth Hostels Association).

15. Examples could include Bournemouth, Blackpool, Brighton, Newquay, Skegness, Weston-super-Mare, Margate, etc.

16. An interrelationship is where there is a close relationship or partnership between two or more travel and tourism organisations for their mutual benefit. An example of an interrelationship is that of major airlines working together to form alliances. The OneWorld alliance includes American Airlines, British Airways, Cathay Pacific and Qantas, as well as a number of other airlines. These airlines have agreed not to compete on certain routes, but operate a 'code-share' in which passengers booking with one airline can use their ticket to travel on a flight operated by one of the partner airlines in the alliance.

17. An interdependency is when travel and tourism organisations rely on each another in order to carry out their own operations. The relationship between airports and airlines is an example of an interdependency since both organisations benefit through working together.

A2 The ownership and aims of travel and tourism organisations and how they work together

Activity 12: Working together

Need help?
See page 63 of the **eBook**

The table below gives examples of travel and tourism organisations working together. Using numbers from 1-10 (with 1 being the lowest and 10 the highest) rate each business relationship according to how important **you** think it is. Compare and discuss your answers with another person in your group.

Business relationship	Your rating
Airlines work with hotels and car hire companies to provide package holidays	
Visitor attractions work with coach companies to provide discounted admission for groups	
Visitor attractions work with other attractions in the same area to undertake joint marketing	
Cruise lines working with airlines to fly passengers to their departure port	
Tourist boards work with attractions by displaying their promotional material in TICs	
Tour operators work with tourist boards to promote destinations	
Travel agents work with tour operators to sell their holidays	
Coach operators work with airports transporting passengers	
Coach operators working with cruise lines to provide onshore excursions	

A2 The ownership and aims of travel and tourism organisations and how they work together

Activity 13: Reasons for working together

Need help?
See page 65 of the **eBook**

Travel and tourism organisations work in partnership every day to achieve their organisational aims and objectives. Place the reasons for organisations working together given below in order of importance, with 1 being of least importance and 8 being the most important. Compare and discuss your answers with another person in your group.

Reasons for working together	Your rating
Increased sales and income possibly making the organisation more profitable or making it easier to expand	
Cutting costs by bulk buying or sharing resources with a partner organisation which reduces spending	
Access to customer databases which might lead to increased sales or access to new markets	
To gain a competitive advantage over similar organisations which may not be working in effective partnerships	
Increased publicity, which may mean that less advertising needs to be undertaken, thereby reducing costs	
Improved image possibly by working with other organisations with a strong brand awareness	
The possibility of exploring new markets or developing new products and services	
Sharing ideas which may result in increased sales and income	

A2 The ownership and aims of travel and tourism organisations and how they work together

Activity 14: CSR

Many travel and tourism organisations publish information about their aims to inform people about their corporate social responsibility (CSR) – easyJet is just one example.

Carry out some internet research into sustainability policies at easyJet. You should find information about how the airline has reduced its carbon footprint in recent years. Use your research findings to complete the table below with five facts about easyJet's approach to sustainability in aviation.

Fact 1	
Fact 2	
Fact 3	
Fact 4	
Fact 5	

A3 The role of consumer technology in travel and tourism

Exercise 15: Types of consumer technology

1. Give **three** examples of different devices used to communicate using technology commonly used by people as part of their everyday lives.

2. Outline **two** ways in which the majority of tourists use the devices you chose in question 1 for travel and tourism.

3. List **five** types of consumer technology used by travel and tourism organisations.

4. Give **five** reasons why a travel and tourism organisation would choose to use consumer technology in its everyday operations.

5. Describe the likely outcomes if a travel and tourism organisation fails to invest in consumer technology.

6. Explain how **one** named travel and tourism organisation uses its website to promote its products and services.

7. Identify and describe the two main types of email.

8. Explain why 'apps' are being increasingly used by travel and tourism organisations.

9. Explain **one** benefit to travel and tourism organisations of using artificial intelligence (AI).

10. Identify the most common social media platforms used by travel and tourism organisations and explain why their use is important to the organisations.

A3 The role of consumer technology in travel and tourism

Exercise 15: Answers

1. Mobile phones, tablets and laptops.

2. To book and organise their travel arrangements. Also, as maps or to find out information about the destination they are visiting.

3. Websites, apps (applications), GPS, touchscreen technology, webcams, animatronics, virtual reality (VR), etc.

4. To reach a wider audience, attract a new target market, increase efficiency, improve customer satisfaction, offer new experiences, carry out market research, etc.

5. Failing to invest in consumer technology is likely to hamper the growth of a travel and tourism organisation, particularly if its competitors are introducing new technology and mobile systems. It may lose market share to its competitors and see reduced income and profits.

6. Any travel and tourism organisation could be chosen, e.g. a tour operator, visitor attraction, travel agency, etc. By using text, images and video the website is designed to make the organisation appealing to potential customers. Many websites have a home page and a 'menu' facility which enables visitors to the site to find the information they require more easily. Websites can highlight special offers and promotions.

7. **Automated emails** are sent out to customers on an organisation's customer database to keep them informed about the organisation. This information might relate to special offers, changes to bookings such as flight times, information relating to emergency situations, etc. Automated emails may also be sent confirming the purchase of flights, accommodation bookings or other products and services. **Personal emails** are used by customers when they need to get in touch with the organisation on a specific matter. This might involve changing a booking or asking for a specific service, such as support for a customer with special needs. It might also involve a complaint made against the organisation. These emails are answered in person by an employee of the organisation.

8. To allow customers to make and change bookings and to obtain information in real time using mobile technology. Apps provide information such as location details using GPS, ticket booking costs, restaurant menus, flight booking facilities, accommodation bookings, ordering a taxi or to explore local attractions. Tourists can also decide when to visit any attraction, with updates provided on weather conditions and likely congestion.

9. To communicate with their customers. AI systems can interpret questions asked by customers and provide correct answers. They can also be used to allow the organisation to keep in contact through its social media channels, mobile apps and websites. Increasingly, AI is being used to communicate with customers and to provide updated travel and tourism information.

10. Facebook, Instagram and Twitter. Organisations use social media to keep in touch with customers, in particular those who are more likely to follow social media streams and not use more traditional methods of communication. They can be used to inform selected customers about forthcoming events, for example Halloween events held at larger theme parks, or special offers and promotions.

A3 The role of consumer technology in travel and tourism

Activity 16: Uses of consumer technology

1. Explain how GPS systems are used by customers of travel and tourism organisations.

2. Describe **two** ways in which touchscreens are used by travel and tourism organisations.

3. Explain the difference between a bar code and a QR code.

4. Suggest ways that QR codes can be used by tourists and day visitors to enhance their experience.
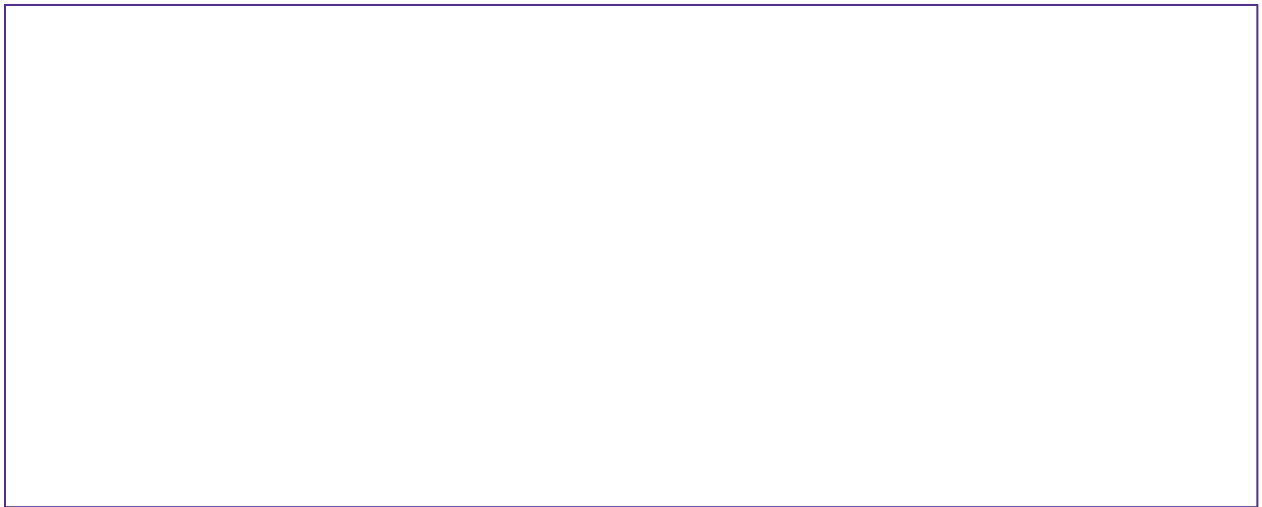
5. Explain why most major destinations and attractions have installed webcams.

6. Suggest how a theme park could use virtual reality (VR) to enhance the experience for its customers.
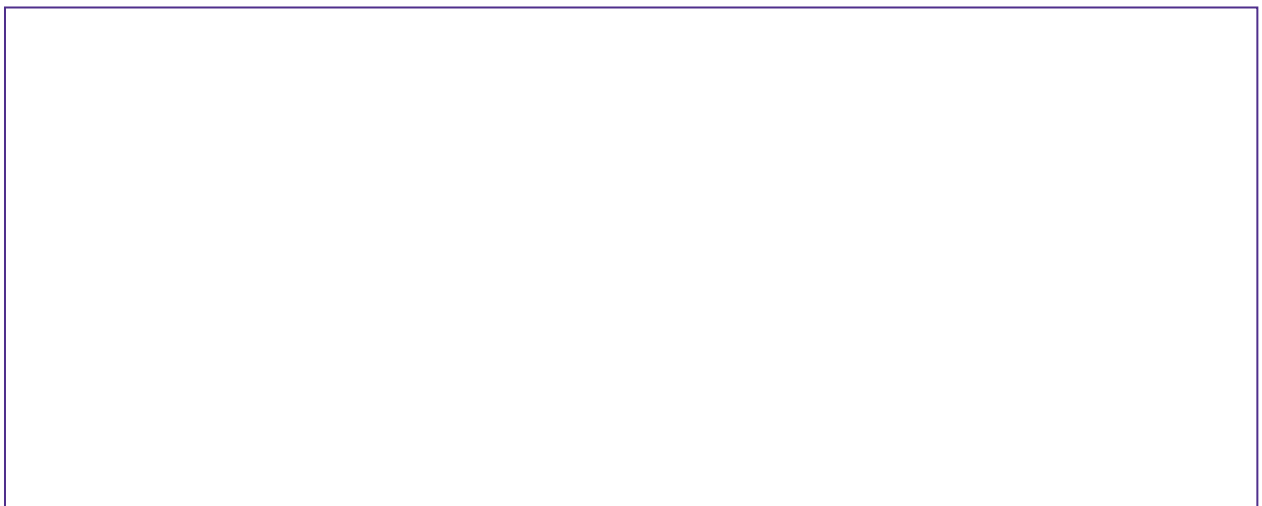
7. What are 'animatronics'?

8. Why are animatronics used by some visitor attractions?

9. Describe **two** advantages of using consumer technology in travel and tourism.

10. Describe **two** disadvantages of using consumer technology in travel and tourism.

A3 The role of consumer technology in travel and tourism

Exercise 16: Answers

1. GPS systems such as Google Maps provide tourists with information about their location and where they want to go. So, if a tourist is lost, the system will show them their precise location. GPS systems provide information about journey times between two places and the best routes using different methods of travel. Some GPS systems show the location of tourist facilities such as hotels and restaurants. GPS systems can be used to help tourists choose hotels and attractions to visit before they travel, by showing maps of destinations at different scales.

2. Transport operators are installing touchscreen technology in locations such as train stations and airports to allow tourists to check-in for flights or to book rail tickets for immediate travel. This system also allows for pre-booked tickets to be printed. A major use of touchscreens is by museums, art galleries and other heritage attractions to provide information. Visitors can use touchscreen technology to follow a menu of information to find out about an exhibit, work of art or the history of a particular place.

3. Bar codes have been in operation for some time in travel and tourism and are read by a machine which scans the barcode and checks, for example, that a ticket is valid. A QR code is a type of barcode that can be read easily by a digital device and which stores information as a series of pixels in a square-shaped grid.

4. QR codes can be used to provide tourists with information through a link from a mobile device which is capable of reading the codes. QR codes will be useful in supporting tourists as they become required to prove that they have received Covid-19 vaccinations or similar information. Tourists can also scan QR codes to receive more in-depth information about, for example, a museum or art gallery.

5. Most major destinations and attractions have installed webcams to provide a live feed showing the location in real time. This information might appear as images in a time-lapse sequence or as a live video feed. This might be useful to tourists considering visiting a destination they have not been to before. It can also be of value to tourists already in a destination to find out how busy a particular attraction is or what the weather conditions are at the present time. This could be particularly useful to a tourist considering walking in a mountainous area or visiting a beach to go swimming or surfing. Webcams are also used for security purposes.

6. Virtual reality (VR) has been used for some time by visitor attractions to provide an experience such as a thrilling theme park ride in which a person sits inside a capsule and has the sensation of moving whilst actually sitting still. This sensation is created by a system of video screens linked to 'virtual' movement created by a computer program. More recently, VR developments have used headsets to immerse the user into a virtual world. This has allowed a wider range of virtual experiences to be developed. Also, virtual tours of destinations and attractions can now be produced using VR and 360 degree technology.

7. Animatronics is a technique used by visitor attractions to create lifelike models of animals and people. Digital technology is used to make the models move, thereby giving visitors a deeper insight into an exhibit. Animatronics are 'robotic puppets' whose movements and sounds are controlled by a computer program.

8. They are used by visitor attractions to simulate the movement of characters or animals. A widely-used example would be that of model dinosaurs which move and roar.

9. **Convenience** – many tourists find that using their phone to store tickets, explore destinations and book accommodation online is a far more convenient way of travelling. Perhaps the most important advantage of consumer technology to customers is that all this information is available '24/7' and can be accessed from the customer's home or mobile device. The customer can make travel bookings when it is convenient to them rather than having to make a journey to visit a travel agent during office hours. **Accessibility** – technology can open up new experiences for all types of tourists, especially those with special needs, e.g. audio loops at visitor attractions. Customers now have access to far more information than they did in the past via websites, social media, blogs, web cams, etc. This means that they are able to make informed decisions before choosing holidays, attractions to visit or how to travel from home to their destination

10. **Alienation of key markets** – not all customers of travel and tourism organisations are comfortable with technology. Some do not trust credit card payments while others do not have access to a credit card – these customers find it much more difficult to book flights and holidays. Also, some customers still like to browse through brochures before they book a holiday, although these are now mainly available online. **Systems failure** – many organisations occasionally experience failures of their technical systems. Although these are normally corrected within hours, they can still cause major disruption to both the organisation and its customers. The disruption will depend on the nature of the travel and tourism organisation. It may be that tour operators cannot process bookings made by customers, visitor attractions may have to close rides or a hotel cannot check-in guests when they arrive. The travel and tourism industry can also be affected by the failure of systems outside of its control. Failures of systems such as air traffic control or at e-passport gates can cause major disruption at airports

A3 The role of consumer technology in travel and tourism

Activity 17: Using websites

The table below lists key information that might be required by customers using a major visitor attraction's website. Using numbers from 1-10 (with 1 being the lowest and 10 the highest) rate each piece of information according to how important **you** think it is to a potential visitor. Compare and discuss your answers with another person in your group.

Key information on the website	Your rating
Opening times and prices	
Facilities on site	
Address and location	
Parking facilities	
Facilities for visitors with special needs	
Details of special promotions, offers and deals	
Details of special events	
Phone number and email address	
Information on on-site catering	
The ability to book online via the website	

A3 The role of consumer technology in travel and tourism

Activity 18: Choosing websites

Imagine that you are travelling from your home area to either Edinburgh in Scotland or Dublin in the Republic of Ireland. Complete the table below by identifying important websites you might use to help you plan your journey and visit to each destination. You may include more than one website in each box.

Use the table below as a template, but you might want to create another document or spreadsheet on which you can add additional information.

Component of travel and tourism	Suggested websites for Edinburgh	Suggested websites for Dublin
Transport – airlines, rail or ferry		
Accommodation – hotels at different prices		
Self-catering accommodation		
Attractions – major sites in the city		
Travel within the city – bus, metro, tram, etc.		
Entertainment – theatres, cinemas and events		
Attractions near the city – countryside, coast		
Tourist board – city or wider area		

A3 The role of consumer technology in travel and tourism

Activity 19: Advantages of technology

Produce a presentation of between 6 and 8 slides to explain in detail the advantages of online booking, ticketless travel and e-passports to tourists.

Use the information below to help you with your presentation. You will need to include additional information.

The main method of booking holidays and travel used to be through travel agents – customers could not book directly with airlines and tour operators. The development of the internet allowed customers to research their travel requirements online and book directly with the airline, hotel or tour operator.

Before the 'technological revolution' tourists needed to carry with them a range of printed documents. These might include insurance certificates, accommodation reservations, car hire vouchers and airline tickets. All of these can now be stored on a phone or other mobile device and barcodes or QR codes stored within the device can be scanned.

Technology has also led to the developments of e-passports which allow tourists to scan their passport in a machine, which uses face recognition, to allow them to pass through immigration.

B1 Visitor destinations

Exercise 20: City destinations

1. Suggest **one** reason why so many cities have become important visitor destinations.

2. Give **two** examples of the different types of accommodation available to visitors in city destinations.

3. Apart from a match ticket, what else can a sports stadium offer to attract visitors?

4. Explain why shopping is important to visitor destinations.

76

5. Hospitality venues are an important part of the travel and tourism industry. Identify **two** of the largest fast-food restaurants that can be found in cities throughout the world.

6. Give **one** reason why cities contain hospitality venues specialising in the cuisine of their country.

7. Why is there an increase in vegetarian and vegan restaurants available to tourists in city destinations?

8. Explain why transport is such an important component of travel and tourism in city destinations.

77

9. Identify the main types of transport systems found in city destinations.

10. Name the **four** major airports surrounding the UK's capital city of London.

11. Arts and entertainment facilities are very important to cities as they attract thousands of visitors every year. Identify, with named examples, the range of arts and entertainment venues that can be found in major city destinations.

12. Business facilities in city destinations can attract several thousand delegates at any one time and include conference and trade fair venues. Name **two** major UK venues that can be multi-functional, i.e. they can hold both business events and music concerts.

13. Explain why festivals and events play a major role in attracting tourists to visitor destinations.

14. Identify the main reason why most major attractions in UK cities are indoors rather than outdoors.

15. Suggest why UK city breaks are popular in the autumn and winter.

16. Complete the following table with one named visitor attraction in each of the city destinations listed.

City destination	Visitor attraction
London	
Birmingham	
Edinburgh	
Belfast	
Paris	
Barcelona	
New York	
Sydney	
San Francisco	
Toronto	

79

B1 Visitor destinations

Exercise 20: Answers

1. One reason why so many cities have become important visitor destinations is because they contain a wide range of facilities within easy reach of each other, which can be used by tourists all year round, including those provided for the local population.

2. Backpacker hostels costing a few pounds a night to some of the most expensive hotels in the world. Mid-priced hotels located close to the attractions they wish to visit are very popular. Airbnb has become a popular choice for many tourists looking for self-catering accommodation.

3. Many stadiums and sporting venues offer guided tours for visitors. They may also hold major events such as concerts, as well as corporate hospitality packages.

4. Shopping can attract many visitors to city destinations because they contain shopping malls with many different shops. Some cities have traditional markets that people don't often get to experience. Many overseas visitors are attracted to UK cities by the variety of shopping experiences on offer.

5. McDonalds and Burger King.

6. Generally, tourists enjoy trying the cuisine of the country they are visiting – many visit destinations for that very purpose.

7. There is a huge growth in this type of cuisine and so destinations are responding to customer needs and preferences.

8. Large cities need transport systems capable of moving millions of people each day. These systems are mainly provided for the local population, but are also used by tourists.

9. Underground and metro systems, trams and buses, overground rail, taxis, etc.

10. Heathrow, Gatwick, Luton and Stansted.

11. Venues range from small, specialist music venues to large cultural venues such as the Royal Albert Hall and the Royal Opera House in London. Music concerts can also be held in sports stadiums, such as Wembley and the Etihad Stadium in Manchester. Major cities also have world-famous entertainment areas, such as Times Square in New York. Some venues, including the Manchester Arena or Madison Square Gardens in New York, are capable of holding a wide range of arts and entertainment events.

12. Wembley Area, Manchester Arena, the NEC in Birmingham, etc.

13. Festivals and events play a major role in attracting tourists to city destinations, because they attract so many people to the destination; for example 42,000 people participated in the 2022 London Marathon. Major sporting tournaments, such as the Euros or the Commonwealth Games, also attract thousands of additional tourists to city destinations. Cultural events, including the Chinese New Year and St. Patrick's Day parades, are held in many cities across the world.

80

14. The UK weather plays a major part because it is often wet, so it is wiser to have indoor attractions which can be used all year round available in city destinations.

15. City destinations tend to less busy at these times of the year. Prices for accommodation and entry to visitor attractions are often lower than in the peak summer months.

16.

City destination	Visitor attraction
London	Buckingham Palace
Birmingham	Cadbury World
Edinburgh	Edinburgh Castle
Belfast	Titanic Belfast
Paris	The Eiffel Tower
Barcelona	Sagrada Familia
New York	Central Park
Sydney	Sydney Opera House
San Francisco	The Golden Gate Bridge
Toronto	The CN Tower

B1 Visitor destinations

Exercise 21: Cultural and historic destinations

1. In the following table draw a line to match each description to the correct city or town.

Cultural or historic attraction	City/town
This City has a Minster (a type of cathedral), an historic old town and links to the Vikings	Bath
One of the best examples of a walled city in Europe	Canterbury
The birthplace of William Shakespeare with many Tudor buildings	York
The smallest city in the UK, containing a cathedral built in the 12th century	Derry/Londonderry
With relics of Roman occupation and Georgian buildings, this is a UNESCO World Heritage site	Chester
Home of the Church of England, with its main attraction being the medieval cathedral	St. David's
Roman walls surrounding the ancient heart of the city	Stratford-upon-Avon

2. Natural attractions, such as rivers and coastal features, can be found in or close to historic towns and cities. Name the river found in the city of Durham and the natural attractions that visitors can enjoy while visiting St. David's in west Wales.

82

3. Explain why large-scale visitor attractions cannot usually be built in central areas of historic towns and cities.

4. Identify and describe **three** of the most typical types of accommodation likely to be found in historic and cultural destinations.

5. Why are sports facilities limited in historic and cultural towns and cities?

6. Describe the types of shopping facilities likely to be found in historic and cultural destinations.

83

7. What are the main features of hospitality venues found in historic towns and cities?

8. Explain how transport services and facilities in most historic and cultural destinations differ from those found in major cities.

9. Suggest how the types of arts and entertainment venues likely to be found in historic and cultural towns and cities may differ from those found in major cities.

10. How do historic towns and cities support business tourism?

11. Describe the range of festivals or events that may be held in cultural or historic destinations.

12. Explain why climate is not a major factor when tourists visit historic towns and cities.

13. Complete the following table with **one** named visitor attraction in each of the cultural and historic cities/towns.

Destination	Visitor attraction
Chester	
Canterbury	
Bath	
St. David's	
Stratford-upon-Avon	
Derry/Londonderry	
York	

B1 Visitor destinations

Exercise 21: Answers

1.

Cultural or historic attraction	City/town
This City has a Minster (a type of cathedral), an historic old town and links to the Vikings	Bath
One of the best examples of a walled city in Europe	Canterbury
The birthplace of William Shakespeare with many Tudor buildings	York
The smallest city in the UK, containing a cathedral built in the 12th century	Derry/Londonderry
With relics of Roman occupation and Georgian buildings, this is a UNESCO World Heritage site	Chester
Home of the Church of England, with its main attraction being the medieval cathedral	St. David's
Roman walls surrounding the ancient heart of the city	Stratford-upon-Avon

2. The River Wear flows through Durham, while there is stunning coastal and countryside scenery to enjoy near St. David's, including the Pembrokeshire Coast National Park.

3. The central areas of historic towns and cities are usually protected and preserved to protect their cultural value, so it is not normally possible to build any large-scale attractions. The central areas of these destinations, which might be traffic-free, will also contain older buildings such as museums and galleries, as well as traditional houses.

4. Traditional hotels – central areas are likely to be expensive and need to blend in with the traditional architecture of the town or city. Budget accommodation, such as offered by Travelodge or Premier Inn, might be available on the outskirts of the town or city. Airbnb for self-catering has become very popular in recent years.

5. Land prices tend to be higher in the centre of historic and cultural towns and cities, meaning that sports facilities are often located on the outskirts.

6. There are likely to be a number of gift shops selling souvenirs linked to the main attractions of the destination. There may also be art and craft shops, as well as antique shops and street markets.

7. More locally-owned restaurants, tea shops and coffee shops are likely to be present. These will focus on more traditional menus, perhaps specialising in dishes for which the destination is famous. Nightclubs and late-night entertainment will be less common.

8. Most historic and cultural destinations do not have the same range of transport options as major cities. They tend to be accessible by road and will nearly always have a railway station. For many of these destinations, traffic congestion in the central areas is common and an increasing number of historic towns and cities are introducing traffic-free zones, congestion charges or park-and-ride schemes.

9. A range of music and concert venues is likely to be present, but these will be smaller than those found in major cities.

10. Large trade fairs and conferences are not common in historic towns and cities because of a lack of suitable facilities. However, hotels in the central area and around the edge of the town or city will be able to hold business meetings for smaller numbers of delegates.

11. For cultural destinations whose major attraction is a religious building, festivals and events are likely to be held according to the religion with which the building is associated. For example, in most cultural towns and cities in the UK, festivals and events will be associated with the Christian faith, such as at Christmas and Easter. Christmas markets are popular with local people and visitors.

12. Most major attractions in historic and cultural destinations are indoor experiences, so temperature is not important, meaning that these destinations can be visited at any time of the year.

13.

Destination	Visitor attraction
Chester	The Rows shopping district
Canterbury	Canterbury Cathedral
Bath	The Roman Baths
St. David's	St. David's Cathedral
Stratford-upon-Avon	Anne Hathaway's Cottage
Derry/Londonderry	The Tower Museum
York	Jorvik Viking Centre

B1 Visitor destinations

Exercise 22: Coastal destinations

1. Identify **three** Mediterranean countries with coastal areas that benefited economically from mass tourism.

2. Identify **three** British seaside resorts that were popular for a long time before package holidays to Mediterranean resorts became available.

3. Identify **three** seaside resorts in Wales, one in the north, one in the south and one in mid-Wales.

4. Give **one** example of a Spanish coastal resort that has grown rapidly as a result of the increased availability of package holidays.

5. Explain why the coastal resort of Vilamoura in Portugal is different from most coastal resorts.

6. List **three** natural attractions that encourage people to visit coastal resorts.

7. Name **two** theme parks (in the UK or overseas) that are purpose-built attractions which have been developed close to coastal resorts.

8. Identify the different types of attractions that have been developed at UK coastal resorts.

9. Describe, using actual examples from the UK and overseas, the range of heritage and cultural attractions which may be visited by tourists staying on the coast.

10. Explain how climate influences the times of peak and off-peak periods at coastal resorts in Europe and the UK.

B1 Visitor destinations

Exercise 22: Answers

1. Spain, Portugal, Greece, Italy, France, Croatia, etc.

2. Blackpool, Bournemouth, Brighton, Scarborough, St. Andrews, Llandudno, Portrush, etc.

3. Rhyl (north), Porthcawl (south), Aberystwyth (mid).

4. Benidorm, Torremolinos, Salou, Malaga, etc.

5. Vilamoura in Portugal is a purpose-built coastal resort which has been designed to attract tourists, rather than a naturally-occurring resort.

6. The sea, beaches, cliffs, rock pools, etc.

7. Blackpool Pleasure Beach and Terra Mitica, Benidorm, Spain.

8. Water parks, crazy golf, escape rooms, water sports, etc.

9. Heritage attractions and destinations can be reached easily from coastal resorts and can be visited as an excursion using different forms of transport including private cars, coaches and local buses. For example, Tintagel Castle on the north coast of Cornwall is easily reached from the resorts of Bude and Newquay. Also, the historic town of Ronda can be reached in just over an hour from the major Spanish resort of Malaga.

10. In the UK and Europe, it is generally the case that the hottest months are the peak months for visitors to coastal destinations. The summer season of July and August are very popular with families as their children are on school holidays. May, June and September are popular with families without school-age children, couples and older 'empty nest' tourists.

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B1 Visitor destinations

Exercise 23: Countryside destinations

1. What do the initials AONB stand for?

2. Name **two** countryside areas in Europe which are popular with tourists from the UK.

3. Outline the range of activities which are popular with tourists in areas with hills and mountains.

4. Name **two** national parks in Wales.

5. What is the name of the area of waterfalls on the Isle of Skye which has been featured in a Harry Potter film?

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6. What is the name of the ancient stone circle located on Salisbury Plain?

7. Summarise the range of tourist accommodation found in countryside destinations.

8. What problems may be caused by tourists visiting countryside destinations in cars?

B1 Visitor destinations

Exercise 23: Answers

1. AONB stands for Area of Outstanding Natural Beauty.

2. The Alps, Dordogne, Tuscany, the Black Forest, the Pyrenees, etc.

3. Reference can be made to walking, mountaineering, mountain biking and orienteering, as well as a range of winter sports.

4. Snowdonia, Brecon Beacons or Pembrokeshire Coast National Park.

5. The Fairy Ponds.

6. Stonehenge.

7. This could include small hotels, farmhouse accommodation, B&Bs, Airbnb, campsites and caravan parks, self-catering cottages, etc.

8. Visitors who drive to countryside destinations can cause congestion on the narrow, rural roads, as well as erosion of verges and pollution from vehicles.

B1 Visitor destinations

Activity 24: Facilities, activities and attractions in destinations

In the table below there are forty terms associated with facilities, activities and attractions found in different types of visitor destinations.

Use the terms to complete the lists of facilities, activities and attractions found in different types of visitor destinations in the table on the next page. You should finish up with 10 in each column.

Arcades	Mountain biking	Bingo halls	National museums	Town trails
Historic church	Windsurfing	River fishing	Nightclubs	Old, cobbled streets
Esplanade	Canoeing	Theatre district	Caravan parks	Antiques shops
Pier	Open-topped bus tours	Farmhouse B&B	Premier League football stadium	Ghost tours
Pony trekking	Beach huts	History walking tours	Hill walks	Government buildings
Protected buildings	Camp sites	Kite surfing	Conference halls	Trams
Shopping malls	Traditional hotels	Birdwatching	Public parks and gardens	Tea rooms
Small, traditional hotels	Sea fishing	Sunbathing	Log cabins	Traffic-free central areas

City	Historic town	Coastal resort	Countryside area

B1 Visitor destinations

Activity 25: Facilities in coastal areas

Most coastal resorts are concerned with 'sun, sea and sand' tourism and need to provide facilities for holidaymakers who want to relax on the beach or enjoy water-based activities. However, these destinations also need to provide facilities for those tourists who want to take part in a range of other activities and to visit local attractions.

In the table below, give examples of the different types of facilities found at coastal destinations.

Accommodation	
Sports facilities	
Shopping	
Hospitality venues	
Transport	
Arts & entertainment	
Business facilities	
Festivals / Events	

97

B1 Visitor destinations

Activity 26: Countryside itinerary

Set out below is an outline itinerary for two young couples visiting Snowdonia National Park in April or May for a weekend break, staying in the town of Betws-y-Coed.

Time	Activity
Friday evening	Arrive at B&B accommodation (approx. £150 for two nights B&B per couple). Evening meal in a local restaurant (approx. £50 per couple).
Saturday morning	Breakfast in the B&B – 8.30am Cycling – road route lasting approximately 3 hours (cycle hire – about £35 per bicycle).
Saturday lunch	In a pub in the town – (approx. £20 per couple).
Saturday afternoon	5-mile walk within the Betws-y-Coed area. (Both the cycle and walking routes are recommended on tourist board websites).
Saturday evening	Evening meal in a local restaurant.
Sunday morning	Breakfast in the B&B – 8.30am Drive to Llanberis (about 30 minutes by car). Take the Snowdon Mountain Railway to the summit of Mount Snowdon, eat at the summit restaurant and walk down the mountain to Llanberis.
Sunday afternoon	Return home from Llanberis.

Using this framework, carry out some research and devise an itinerary for:

1) A couple with two children under the age of 5

2) Four active pensioners in their early 60s

who wish to visit the same destination for a weekend break at the same time of year.

B2 Different types of tourism and tourism activities

Exercise 27: Different types of tourism

1. What is meant by the term 'visitor economy'?

2. Explain the difference between the terms 'visitor', 'tourist' and 'excursionist'.

3. Give an example of a tourist activity undertaken by a 'domestic excursionist'.

4. Suggest another term for 'domestic tourism' which has become popular in the UK in recent years.

99

5. Explain how it is possible to be both an outbound <u>and</u> inbound excursionist.

6. Suggest **three** ways in which excursionists contribute to the visitor economy.

7. Identify **three** factors which can influence a person relating to their choices for travel, the destinations they visit and activities they choose to take part in and explain why you think each is important.

8. List **five** examples of leisure tourism.

9. Give **three** examples of business tourism.

10. Explain what the initials VFR stand for and why this type of tourism is important to tourist destinations.

101

B2 Different types of tourism and tourism activities

Exercise 27: Answers

1. The visitor economy refers to the money spent by people in destinations, whether they are visiting for leisure, business or visiting friends and relatives.

2. All people who travel away from home to a different area are visitors. Tourists stay away from home for at least one night, while excursionists (day visitors) return home the same day.

3. Examples could be travelling to a sports event, going to a city for leisure purposes or travelling into the countryside to take part in a leisure activity. In each case the visitor returns home the same day.

4. Staycation.

5. Examples could include visitors travelling from the UK to Calais for the day or business people flying to a city in Europe and returning home the same day.

6. They spend money on transport, food and drinks, visiting attractions and possibly shopping.

7. Examples include age, state of health, disposable income, attitude to risk, amount of time available, etc.

8. Going on a holiday to Greece, taking a short break to Edinburgh, a day trip to the seaside, visiting a religious site, skiing in the Alps, etc.

9. Attending a conference in Milan, going to a business meeting in Manchester, attending a trade fair in Barcelona, taking part in a training event in Bolton, etc.

10. VFR stands for 'visiting friends and relatives'. It is important to tourist destinations since the visitors contribute to the local economy by eating out in restaurants and pubs, buying souvenirs in shops, perhaps staying in local accommodation, using transport services, etc.

B2 Different types of tourism and tourism activities

Activity 28: Different tourist types

Different types of tourists visit large cities such as London, Belfast, Cardiff and Edinburgh for a variety of reasons. Complete the table below by suggesting suitable accommodation for each of the tourist types who are looking to stay in the Kensington, Earl's Court or Hammersmith areas of west London for a Monday, Tuesday and Wednesday night in late September. Each tourist type has a budget for their accommodation as shown in the table. (You may wish to create a separate document of spreadsheet to complete this activity).

Tourist type	Budget per person per night	Type of accommodation and name	Total cost	Location of the accommodation
A business person from New York	£250			
Two New Zealand backpackers	£20			
An elderly couple from York	£60			
A young couple on a short break	£40			
A business woman from Glasgow	£100			
A plumber from Crewe working on a job	£75			

B2 Different types of tourism and tourism activities

Activity 29: Adventure tourism

Adventure tourism is growing rapidly as people look for more experiences while on holiday.

This table lists a range of activities that are popular with tourists. Carry out some research and complete the table with the name and location of a UK-based organisation which provides each activity, briefly outlining the costs involved.

Activity	Name of a UK-based organisation offering the activity	Location	Outline of costs involved
Mountain biking			
Climbing			
Canoeing			
White-water rafting			
Caving			
Coasteering			
Zip-wire riding			

B2 Different types of tourism and tourism activities

Activity 30: Different tourists

Consider the following statements:

- *Tourism involves the movement of people outside of the place where they normally live and work.*
- *Excursionists do not stay overnight in the places they visit.*
- *Tourists stay overnight in the places they visit.*
- *Tourists and excursionists are both visitors.*

Answer yes or no to the following questions and explain why you chose that answer.

1. Sheila and Jenny live in a village just outside the city of Manchester. They travel into the city to do some shopping and travel home in the evening. Are they tourists?

2. The Singh family from Leeds travel to Bristol to attend a family wedding and stay for two nights. Are they visitors?

3. Ken and Maggie live in Kent, about an hour's drive from Dover. They get up early, drive to Dover and catch the ferry to Calais in France. They visit some shops in the town to buy a range of French foods and wine, before travelling back home in the evening after having a meal. Are they excursionists?

4. Ali lives in Nottingham and drives a van for work making deliveries to towns in northern England. One day he drives to Newcastle and back to make a delivery. Is he a tourist?

5. Charlie and Sophie study geography at a school in Bristol. They attend a three-day field study course at a centre in north Wales. Are they tourists?

6. Jim Brown takes a break from running his adventure tourism business in the Lake District to visit the World Travel Market in London. He stays in a hotel for two nights while attending the event. Is Jim a tourist?

B2 Different types of tourism and tourism activities

Activity 31: Specialist tour operators

Carry out some research into organisations offering religious tours. Complete the table below with the names of **five** UK-based religious tour operators, giving brief descriptions of their tours and the destinations visited (these could be in the UK or worldwide).

Name of tour operator	Brief description of tours offered and destinations visited

B3 Popularity of destinations with different visitor types

Exercise 32: Visitor types

1. Provide a definition of the term 'visitor'.

2. Explain the term 'multi-generational family' in relation to tourism and discuss the particular needs of these types of visitors.

3. Explain the term 'empty nesters' in the context of travel and tourism.

4. What type of tourists does the travel company Saga provide holidays for?

5. Suggest what items a family travelling abroad on holiday with young children under the age of three will need to take with them.

6. Explain why families with school-age children are more restricted as to when they can travel or go on holiday.

7. Describe the facilities that families with young children might look for when choosing a hotel to stay in on holiday abroad.

8. Which types of travellers does the charity Gingerbread provide tips and advice for?

9. What is meant by a 'sun, sea and sand' holiday?

10. Outline the reasons why some people travel as individuals.

11. Suggest **three** destinations in the UK which are popular with young people looking for a lively nightlife scene.

12. Suggest **three** destinations in Europe which are popular with young people looking for a lively nightlife scene.

B3 Popularity of destinations with different visitor types

Exercise 32: Answers

1. A visitor can be defined as: Someone travelling to a destination outside their usual environment, for less than a year for any main reason, including holidays, leisure, business, health and education.

2. A multi-generational family is when grandparents, parents and children travel together. They will need accommodation of a suitable size to cater for everybody in the party and possibly more than one vehicle (their own or hired) for travelling.

3. Empty nesters are parents of older children who are no longer living at home, i.e. have 'flown the nest'. This gives the parents more choice about where and when they can travel.

4. Those over the age of 50.

5. Likely items could include nappies, pushchairs, a travel cot, car seat, sun hats, sun cream, etc.

6. School holiday dates are the main factor with many parents not being able to take holidays during term-time. Prices of flights and holidays tend to be higher during school holidays due to increased demand.

7. Suggestions could include early meals, a child's club, a babysitting service, a microwave and fridge in the room, children's entertainment, separate child swimming pools, etc.

8. Single-parent families.

9. A 'sun, sea and sand' holiday is one where tourists want to relax in a hotel near a sandy beach and to spend much of their time sunbathing.

10. People may travel as individuals because of their family situation, they may enjoy special interest activities or may just prefer their own company when they travel.

11. Suggestions could include Newcastle, Leeds, Bristol, Manchester, Liverpool, Belfast, Glasgow, etc.

12. Suggestions could include Ibiza, Magaluf on Majorca, Cavos on Corfu, etc.

B3 Popularity of destinations with different visitor types

Activity 33: Family facilities

Need help?
See page 105 onwards
of the **eBook**

a) A travel blogger has recommended the best 5 beaches for family holidays in Europe, which are listed in the table below. Carry out some research to find out in which country each of the beaches is located.

Name of beach	Country
Funny Beach, Costa del Sol	
Avlaki Beach	
Dune du Pilat	
Gianella Beach	
Copacabana Beach at Lapad Bay	

b) Some of the most popular holiday destinations for UK families visiting the Mediterranean are islands. Complete this table by carrying out some research into which country each of the islands listed below belongs to.

Name of island	Country to which the island belongs
Crete	
Menorca	
Corsica	
Sardinia	
Rhodes	
Krk	
Santorini	
Ibiza	
Corfu	
Majorca	

B3 Popularity of destinations with different visitor types

Activity 34: Winter sports

a) Mountain areas such as the Alps attract a range of different tourist types, including families, couples and school groups. Complete the table below with **three** examples of winter sports resorts in each of the countries listed.

Country	Winter sports resorts
France	
Switzerland	
Austria	
Italy	

a) Set out below is the typical pattern of tourist activity for mountain resorts in the Alps.

Month	Tourist activity
January	Peak season for winter sports
February	Peak season for winter sports
March	Peak season for winter sports
April	End of the winter sports season
May	Very few tourists
June	Start of the summer season
July	Peak season for summer sports
August	Peak season for summer sports
September	End of the summer season
October	Very few tourists
November	Very few tourists
December	Start of the winter sports season

1. Suggest two months in which families might visit mountain destinations to enjoy winter sports and explain why.
2. Suggest what types of tourists might visit mountain destinations in January and explain your answer.
3. Suggest what types of tourists might visit mountain destinations in August and explain why.

113

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B3 Popularity of destinations with different visitor types

Activity 35: Group travel

Tourists travel in groups for a variety of reasons, including:

- To take part in a special interest
- To participate in a sports activity
- Visiting friends and relatives
- As sports spectators
- For religious reasons
- As part of a club or society
- As part of an educational trip

Using the above reasons for guidance complete the table below with the reason for travel for each type of group listed.

Type of group	Reason for travel
A group on an organised tour of vineyards in Italy	
A scout group going to a camp	
6 football supporters travelling to an away game	
A year 9 residential trip	
A coach party travelling to a service at Canterbury Cathedral	
Birdwatchers travelling to a nature reserve	
Two brothers going to a wedding and staying overnight with their parents	
Members of a history society travelling to visit battlefield sites	
A party of skiers travelling to a winter sports resort in France	
Members of a choir travelling to take part in a carol service	

114

B3 Popularity of destinations with different visitor types

Activity 36: Business tourism

You have been asked to advise an American tour operator on suitable venues for a number of business events to be held in the UK.

Complete the following table with your venue choice for each of the events listed. You can choose any part of the UK in towns, cities or countryside areas. You should include actual places and the destinations in which they are found, e.g. the International Centre in Bournemouth.

Type of event	Your choice of venue
A business meeting for a group of ten people	
A trade fair attracting 1,000 delegates	
A sales training event for 35 members of a company	
A book launch for a well-known author	
A meeting for two London-based CEOs	
A research conference for 350 academics	
A product launch for a new kitchen gadget (150 people are expected to attend)	
A demonstration of new farm machinery	
A rock concert with 50,000 fans attending	
A trade union conference for 2,000 delegates	

B4 Travel options to access tourist destinations

Exercise 37: Modes of transport

1. Provide a definition of the term 'travel'.

2. What is a 'scheduled flight'?

3. What is a 'charter flight'?

4. What is the CAA definition of a short-haul flight?

5. Name the **two** largest budget/'low-cost' airlines currently operating in the UK and Europe.

6. What is the name of the scheme which allows passengers to buy a ticket for rail journeys throughout Europe?

7. Name **three** cities in Europe which can be reached directly from London on the Eurostar rail service.

8. What facilities are provided on overnight trains between England and Scotland?

9. Suggest **three** purposes for using rail travel in the UK.

10. Give **two** examples of heritage railways in the UK.

11. Name **three** types of passengers carried by vehicle ferries.

12. What is meant by the term 'fly-cruise'?

B4 Travel options to access tourist destinations

Exercise 37: Answers

1. Travel can be defined as: The movement of people between geographical locations. It can be done by foot, bicycle, car, motorcycle, train, boat, bus, coach, plane, ship or other means, with or without luggage, and can be a one-way, single or return trip.

2. Scheduled flights are those which operate to a published timetable on specific routes. Passengers can book tickets on these flights either directly with the airline via its website or app, through an online travel agent or a high street travel agent.

3. Charter flights are those on which all the seats are booked by one company, such as a tour operator. The tour operator leases the aircraft, and often the crew as well, and pays a fee to the airline. It sells seats on the aircraft either as part of a package holiday or on a seat-only basis.

4. Short-haul flights are defined by the CAA as being less than 1500km in distance.

5. Ryanair and easyJet.

6. Interrail.

7. Paris, Brussels and Amsterdam.

8. Sleeping compartments as well as food and beverage services.

9. Visiting a city for a short break, travelling to a business meeting, visiting friends and relatives, going to a football match, visiting a tourist attraction, etc.

10. The Vale of Rheidol Railway, the Bluebell Railway, Swanage Railway, etc.

11. Foot passengers, cyclists, car passengers, coach passengers.

12. A fly-cruise is a holiday where a passenger takes a flight to join their cruise.

B4 Travel options to access tourist destinations

Exercise 38: Transport choices

1. Explain the advantages of tourists travelling in their own motor vehicle.

2. Explain what is meant by the term 'coach tour'.

3. What is the main advantage to tourists of buying a ticket for a 'hop-on hop-off' tourist bus when visiting a major city?

4. Suggest **one** advantage of using a motorhome to explore a destination.

120

5. What is meant by the term 'transport hub'?

6. Name the railway stations in London and Paris linked by the Eurostar service.

7. Identify the two main components in the cost of most package holidays.

8. Name **three** of the factors which might influence tourists about their choice of transport.

9. Explain the difference between a transfer and a stopover when taking long-haul flights.

10. Name the **four** classes of travel offered on most long-haul flights.

B4 Travel options to access tourist destinations

Exercise 38: Answers

1. Motor cars give a great deal of freedom to tourists – they are not governed by timetables and can travel when it is convenient to them. Private cars can also be used to travel within a destination to visit attractions and take part in other tourist activities. Cars can also be used to tow a caravan. A further advantage is that most cars can also carry a large amount of luggage.

2. Coach tours are arranged by tour operators to regions of the UK as well as to destinations in Europe. The cost of the tour usually includes accommodation and entry to visitor attractions.

3. Tourists are able to visit a wide range of attractions and hop on or off the bus when they choose.

4. Motorhomes give tourists the chance to travel around a destination and they save on accommodation costs.

5. Transport hubs are facilities where passengers can change from one mode of transport to another.

6. St. Pancras International and the Gare du Nord.

7. The flight and accommodation.

8. Cost, comfort, convenience, composition of the party, whether children are travelling, etc.

9. A transfer is when a passenger is not travelling directly to their final destination and has to change planes to complete the journey. A stopover is when a passenger chooses to spend a day or two to break a long journey, for example travelling from London to Sydney and having a stopover in Dubai.

10. Economy, premium economy, business class and first class.

B4 Travel options to access tourist destinations

Activity 39: UK railway stations

All major cities in the UK contain principal railway stations (London has several).
Complete the following table after undertaking some research to find out in which UK cities the following principal railway stations are located.

Name of railway station	City in which it is located
Temple Meads	
Euston	
Waverley	
New Street	
St. David's	
Lime Street	
Paddington	
Piccadilly	
Waterloo	
Lanyon Place	

124

B4 Travel options to access tourist destinations

Activity 40: Air travel

Flights are categorised as either short-haul, medium-haul or long-haul.

Complete the table below to show the flight distances from London Heathrow (LHR) to the destinations listed and decide whether each flight is short-haul, medium-haul or long-haul. Compare your answers with another person in your group.

Flight from London Heathrow (LHR) to …..	Flight distance (km)	Short-haul, medium-haul or long-haul?
Barcelona		
Dubai		
Cairo		
Cape Town		
Frankfurt		
Perth, Australia		
Istanbul		
Marrakech		
Bermuda		
Lanzarote		

125

B4 Travel options to access tourist destinations

Activity 41: Ferry travel

Tourists use a variety of ferry routes to cross bodies of water. Carry out some research and complete the table below with the published crossing time for each ferry route listed.

Ferry Route	Published time (hours/minutes)
Dover to Calais	
Liverpool to the Isle of Man	
Portsmouth to Bilbao	
Falmouth to St. Mawes	
Hull to Rotterdam	
Poole to Jersey	
Southampton to the Isle of Wight	
Holyhead to Dublin	
Mallaig to the Isle of Skye	
Portsmouth to St. Malo	

B4 Travel options to access tourist destinations

Activity 42: Choice of transport

Tourists often have to use more than one form of transport to travel between home and their final destination. For each of the tourists described below, suggest three types of transport they are likely to use and briefly explain why each type of transport might be suitable.

Tourists	Suggested three types of transport	Reasons for choosing
An elderly couple living in a village in Devon wish to visit the lady's sister, who lives in Manchester		
A business person working in Manchester who needs to travel to a meeting in Paris		
A family living a few miles from Leeds-Bradford Airport have booked a two-week holiday to Cyprus with a major tour operator		
A young couple living in central London want to spend a weekend with friends who live just outside Brussels in Belgium		
A group of 12 friends living in Nottingham want to spend a week skiing in the resort of Chamonix in France		

127

Section B
Assessment practice

A range of practice assessment tasks which are designed to assist students with their preparation for the Component 1 set assignment produced by Pearson. Most of the tasks are built around a realistic industry scenario.

The first Practice Assignment covers *Learning Outcome A – Demonstrate an Understanding of the UK Travel and Tourism Industry*, while the second Practice assignment covers *Learning Outcome B: Explore Popular Visitor Destinations.*

A note on marking: Teachers should refer to the descriptors in the Marking Grid for Component 1 found in the latest version of the Pearson Tech Award Specification available on the Pearson website. The Specification also includes general guidance on managing Pearson-set Assignments (PSAs).

Practice Assignment: Learning Outcome A

Qualification	Pearson BTEC Level1/Level 2 Tech Award in Travel & Tourism (2022)
Component number and title	**1:** Travel and tourism organisations and destinations
Your name	
Date	

Scenario 1 **Ownership, aims, products and services of travel and tourism organisations**	The Zoological Society of London (ZSL) operates London Zoo and Whipsnade Zoo in Bedfordshire. Carry out some research into the organisation using its website and other sources. You should pay particular attention to the *Our Priorities* and *Sustainability* sections of the website.
Learning outcome covered	**A:** Demonstrate an understanding of the UK travel and tourism industry
Evidence required	• A written report of approximately 2-4 pages of A4 which can include supporting images and should include sub-headings • A presentation (if completing Task 4)

Task 1

Having studied the website, write about the ownership of the organisation and the ways in which it receives its income.

> *What to include...*
>
> - How the organisation operates as an international charity
> - Include a brief history
> - Details about membership
> - How to donate to the charity
> - The different ways to support the organisation (use the *Support ZSL* page of the website)
> - Details of entry charges for visits

Task 2

You should now gather information about the aims of the organisation.

What to include...

- Information about the vision and purpose of the organisation
- Information about the organisation's priorities

Task 3

You should now consider the products and services of the organisation. The main product offered by the ZSL is to provide visitors with the opportunity to look at and to study wild animals, but the full range of products and services is much wider than this.

What to include...

- The main 'experiences' at both London and Whipsnade zoos, including information about the different routes at London Zoo
- Education services and events
- Shop – online
- Food and drink sales
- Visitor centre
- Guided tours
- Conservation programmes

Task 4 (optional)

Use the information from the first three tasks to produce a presentation about the ownership, aims and products of the Zoological Society of London. Your presentation should contain 8 to 10 slides plus speaker notes. You can use images of animals kept at London and Whipsnade Zoos to illustrate your presentation.

Scenario 2 **How different types of travel and tourism organisations work together**	Refer back to the work you completed in Scenario 1 relating to the Zoological Society of London (ZSL), the charity which manages both London Zoo and Whipsnade Zoo. From the work you carried out to complete the tasks, you will realise that travel and tourism organisations need to work together in order to be successful.
Learning outcome covered	**A:** Demonstrate an understanding of the UK travel and tourism industry
Evidence required	• A written report of approximately 2-4 pages of A4 which can include supporting images and should include sub-headings • A presentation (for Task 3)

Task 1

In the table below are two different organisations from each component of the travel and tourism industry which **could** work with the ZSL at either or both of the zoos managed by the organisation.

Using the table as a guide, make notes about why it would be more or less likely for the ZSL to work in partnership with each of the organisations mentioned. Give reasons for each of your decisions and use your notes in your final report.

Component of the UK travel and tourism industry	Organisations which are more or less likely to work in partnership with the ZSL
Accommodation providers	Airbnb accommodation providers – less likely because… Local hotels – more likely because…
Transport operators	International airlines – less likely because…. Coach operators – more likely because….
Visitor attractions	Madame Tussauds – more likely because… Alton Towers – less likely because…
Tour operators	Outbound tour operators – less likely because… Domestic tour operators – more likely because…
Travel agents	High street travel agents – more likely because… Business travel agents – less likely because…
Tourism promotion	VisitLondon – more likely because… Visit Cornwall – less likely because…
Ancillary services	Travel insurance providers – less likely because… Car hire companies – more likely because…

Task 2

When you have completed Task 1, investigate the travel trade section of the ZSL website. Read the information and study the trade partnership presentation. Write a description of how the ZSL works with coach and tour operators and include this in your final report.

Task 3

Having considered the range of organisations the ZSL could work with, produce a presentation explaining how the ZSL benefits **or could** benefit from working with other travel and tourism organisations. Include images in your presentation. These could be maps of the locations of the zoos, images of some of the animal enclosures or screenshots of some of the services. Your presentation should contain 8 to 10 slides plus speaker notes.

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Scenario 3 Consumer technology in travel and tourism	In this scenario you will undertake research to investigate how travel and tourism organisations use, or could use, different types of consumer technology.
Learning outcome covered	**A:** Demonstrate an understanding of the UK travel and tourism industry
Evidence required	• A written report of approximately 2-4 pages of A4 which can include supporting images and should include sub-headings

Task 1

Investigate the websites of major theme parks in the UK such as Alton Towers, Chessington World of Adventures, Legoland Windsor, Thorpe Park and Paultons Park. Using the table below as a guide, make notes about how major theme parks use **or could use** different types of consumer technology. Give reasons for each of your decisions and use your notes in your final report.

Type of consumer technology	How consumer technology is or could be used by UK theme parks
Websites	
Email	
Apps	
Advanced booking systems	
Wearable devices	
GPS technology	
Touch screen technology	
Webcams	
Animatronics	
Virtual reality (VR)	
Bar and QR codes	
Artificial intelligence (AI)	
Ticketless travel	

Task 2

Choose **six** of the different types of technology listed in the Task 1 table and make notes on the advantages <u>and</u> disadvantages of using each type of technology to both the organisation <u>and</u> to customers.

Task 3 (optional)

Repeat the task above for a major accommodation provider such as Travelodge, Premier Inn or Best Western hotels.

Practice Assignment: Learning Outcome B

Qualification	Pearson BTEC Level1/Level 2 Tech Award in Travel & Tourism (2022)
Component number and title	**1:** Travel and tourism organisations and destinations
Your name	
Date	

Scenario 1 Popular tourist destinations	You will need to undertake research in order to meet the needs of a family from Sheffield who wish to spend two weeks in Cornwall for their summer holiday.
Learning outcome covered	**B:** Explore popular visitor destinations
Evidence required	• A written report of approximately 4-6 pages of A4 which can include supporting images and should include sub-headings

You will carry out research in order to meet the holiday needs of the people with the following visitor profile.

Visitor type	Family Two parents with teenage children (13 and 15 years)
Interests	Beach activities plus visiting a range of attractions
Travel	The family live in Sheffield and will travel to Cornwall by car
Timing	On holiday for the first two weeks of July
Length of stay	Two weeks

Read the following information about Cornwall:

Cornwall is a county on England's rugged southwestern tip. It forms a peninsula with wild moorland and hundreds of sandy beaches, culminating at the promontory of Land's End. The south coast, called the Cornish Riviera, is home to pretty harbour villages such as Fowey and Falmouth. The north coast is lined with towering cliffs and seaside resorts such as Newquay, known for surfing.

Task 1

Conduct research on the features of Cornwall as a tourist destination. Study a map of Cornwall to locate the various towns, coastal resorts and countryside areas in the county. You will find a suitable map on the VisitCornwall website.

Using the VisitCornwall website, and other relevant sources, complete the following table with a sentence or two about the range of attractions and features of each of the destinations identified, which are all found in the county of Cornwall.

Destination	Features and attractions
Newquay	
Padstow	
Truro	
Land's End	
St. Ives	
Fowey	
Bodmin Moor	

Use your research findings to demonstrate the suitability of different areas in Cornwall for the visitor profile provided on the previous page. You should identify the destinations in Cornwall that are the most suitable for the family from Sheffield, giving reasons for your suggestions.

Task 2

The family have decided to travel to Cornwall from Sheffield in their own car and to stay in or near to the town of St. Austell so that they can travel to different parts of the county.

Carry out some research to find the relative costs of using their own car versus travelling by train and hiring a car for two weeks while they are in Cornwall. The distance by road from Sheffield to St. Austell is approximately 330 miles and you can use a figure of 20p/mile for fuel when calculating the cost of travelling by car.

Task 3

The family have decided to stay in or near the town of St. Austell for their holiday. They could choose to stay in:

136

1. Bed and breakfast (B&B) accommodation
2. A hotel
3. A cottage in the countryside
4. A flat or apartment
5. A mobile home on a campsite

They have a budget of £1500 in total for accommodation costs for the two-week holiday (covering the first two weeks in July).

Carry out some research to find out the relative costs of the family staying in each of the five types of accommodation listed above (they would need two bedrooms). Choose which type of accommodation is best suited to their visitor profile and budget, giving reasons for your suggestion.

Task 4

The family want to spend every other day at a beach (not always the same beach and not always all day), plus visiting a number of attractions and taking part in some activities.

They would like to:

- Visit two historic or cultural attractions in Cornwall
- Take part in two activities in countryside areas
- Visit one large purpose-built attraction
- Visit one attraction with animals
- Visit a small/medium-sized theme park

These may not be full-day visits and could be combined with time spent at a beach.

Research the range of attractions in Cornwall and complete the table below to provide an outline itinerary for the family.

Day	Name, location and price of attraction or activity
Saturday	*Travel to Cornwall from Sheffield and check in to the accommodation*
Sunday	
Monday	
Tuesday	
Wednesday	
Thursday	
Friday	
Saturday	
Sunday	

137

Monday	
Tuesday	
Wednesday	
Thursday	
Friday	
Saturday	*Check out of the accommodation and return home to Sheffield*

Scenario 2 Travel options to access tourist destinations	You will need to undertake research in order to meet the needs of two retired couples who want to visit New York in late September.
Learning outcome covered	**B:** Explore popular visitor destinations
Evidence required	• A written report of approximately 2-4 pages of A4 which can include supporting images and should include sub-headings • A presentation (for Task 4)

Two retired couples from Nottingham have decided to visit New York together in late September. They have chosen this time because the main tourist season will be over, but the weather should still be pleasantly warm.

After looking at the *Expedia* website, the couples have made a shortlist of three flight choices for their holiday in New York, departing on September 21st.

The three flight options are summarised in the table below. (It should be remembered that for flights to the USA, passengers should arrive at the airport approximately 3 hours before departure).

Airport	Airline	Departure time	Arrival time	Cost (per person)
Manchester (MAN)	Virgin Atlantic	13.05	16.10	£440
London Gatwick (LGW)	jetBlue	12.00	15.20	£321
London Heathrow (LHR)	British Airways	19.05	21.50	£401

Task 1

Both couples live in the Sherwood area of Nottingham. A friend has agreed to take them to the airport and to collect them when they return from New York. It costs about 20p per mile in fuel for most family cars.

Using Google maps or a similar program complete the table below showing the distance, driving time and fuel costs from Sherwood in Nottingham to each departure airport.

Distance, driving time and fuel costs for a single journey from Sherwood			
Departure airport	**Distance**	**Approximate driving time**	**Fuel costs**
Manchester Airport			
Gatwick Airport			
Heathrow Airport			

139

If the friend collects the group from the airport after their return flight, he will have to make two return journeys.

Calculate the total mileage to be driven and the cost of fuel for the two return journeys.

	Total miles driven	**Total cost of fuel**
Manchester Airport		
Gatwick Airport		
Heathrow Airport		

Task 2

Most airlines now offer Economy and Premium Economy seats. Research the different costs for luggage and options for choosing seats on Virgin Atlantic, jetBlue and British Airways, which may add to the costs of the flight. Produce a summary of your findings to be included in your final report.

Task 3

After researching flight costs and options for travelling to and from the airport, the couples decide on the flight which departs from Manchester Airport. Suggest the possible reasons why Manchester Airport was chosen.

Task 4

Neither of the couples have visited New York in the past. Like any major city, New York has a number of iconic or 'must-see' attractions. Produce a presentation of between 8 and 10 slides featuring the major attractions in New York which the couples should visit during their stay. Include suitable images as well as text.

Task 5

Since they have not visited the city before, the couples have decided to book tickets for tours and attractions using the *Get Your Guide* and *Gray Tours* websites for New York City. (Other websites will also provide information about the cost of tours and admission to specific attractions in New York).

Both couples have decided that they can afford to spend £650 per person on visits to attractions and tours during their stay. They very much hope that they can afford to take a helicopter tour of the city, although they realise that this might be too expensive.

Using the two websites mentioned above, plus other relevant sources, calculate the cost of 10 tours or visits to attractions, including the helicopter tour. Complete the table on the next page with your findings. Make sure that the attractions and tours are in New York City and not New York State!

Attraction or tour	Approximate cost per person (in £)
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10. *Helicopter tour?*	

Scenario 3 **Popularity of destinations with different visitor types**	You will need to undertake research in order to meet the needs of a couple from London who wish to spend their summer holiday in the Lake District.
Learning outcome covered	**B:** Explore popular visitor destinations
Evidence required	• A written report of approximately 4-6 pages of A4 which can include supporting images and should include sub-headings • A presentation (for Task 2)

John and Mel live near London and would like to spend a summer holiday in the Lake District. They are environmentalists and are keen to take part in ecotourism and conservation activities while on holiday. They would also like to spend a day or two volunteering on a conservation project if possible. The couple are vegetarians and would also like to try out some vegan restaurants during their holiday.

You will need to carry out research to find out which tourist facilities in the Lake District can meet the needs of these tourists. When using the internet, the following search terms may provide useful information:

• Environmental tourism
• Sustainable tourism
• Ecotourism
• Conservation
• Volunteering
• Vegan restaurants
• Public transport

Task 1

The most 'eco-friendly' way of travelling from London to the Lake District is by train. Find out a range of train ticket prices from London to the town of Keswick, travelling there and back on Saturdays in July. Also, carry out some research into the public transport services on offer in the area in the summer, plus the cost of cycle hire in the Keswick area. Include your findings in your final written report.

Task 2

The couple want to stay in 'ecotourism' accommodation. Research three options the couple could consider and make notes on costs, location and an explanation of why each type of accommodation would be suitable for the couple. Use your findings to produce a presentation of 6-8 slides.

Task 3

John and Mel would like to spend their time visiting 'eco-friendly' attractions or taking part in sustainable activities. Undertake research to give the couple **five** ideas about what is available.

Task 4

They would also like to spend a couple of days volunteering on a project to do with sustainability. Identify a suitable project and explain how it would meet their needs.

Task 5

John and Mel would also like to visit some vegan restaurants. Identify **four** restaurants they could visit, providing information about the menu, prices and the location of the restaurants.

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Scenario 4 **Popularity of destinations with different visitor types**	You will need to undertake research in order to meet the needs of a multi-generational family from Surrey who wish to spend a two-week summer holiday on a Mediterranean island.
Learning outcome covered	**B:** Explore popular visitor destinations
Evidence required	• A written report of approximately 2-4 pages of A4 which can include supporting images and should include sub-headings • A presentation (for Task 2)

You will carry out research in order to meet the holiday needs of the family with the following visitor profile.

Visitor type	Multi-generational family Grandparents aged 62 and 58 Parents aged 34 and 31 Children aged 6 and 3
Interests	Beach activities plus visiting a range of cultural and natural attractions
Holiday requirements	The family live in Surrey and want to spend a two-week summer holiday on a Mediterranean island, which could be Crete, Malta or Sicily. They are looking for a relatively quiet resort.
Timing	The first two weeks in July
Length of stay	Two weeks

Task 1

Carry out some research into accommodation on Crete, Malta and Sicily. Select two hotels on each of the three islands (six in total) which you think would be the most suitable to meet the family's needs, giving reasons for your choices. Provide the name and location of each hotel, plus a description of the facilities available to guests.

Task 2

The family want to spend time visiting cultural and natural attractions on their chosen island during their stay. Produce a presentation of 3-4 slides for each of the three islands (9-12 slides in total) summarising the cultural and natural attractions in the area where they will be staying. The family can hire a car in order to visit the attractions.

Task 3

For **one** hotel on **each** of the islands, calculate the total cost of the holiday and include details in the following tables:

Crete	Calculation of the cost of the holiday
Name and location of the hotel:	
	Total cost:

Malta	Calculation of the cost of the holiday
Name and location of the hotel:	
	Total cost:

Sicily	Calculation of the cost of the holiday
Name and location of the hotel:	
	Total cost:

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Task 4

Check out the summer weather on each of the three islands and complete the table below.

Island and capital city	Typical temperatures in July	Number of rainy days in July
Crete – Heraklion		
Sicily – Palermo		
Malta – Valetta		

Task 5

Which of the three islands do you think that the family should choose for their holiday? Explain fully why you made your choice and include this information in your final report.

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