

Name:



Transition Pack for BTEC Travel and Tourism

Task	Pages	Completed
TASK 1 – UK Tourist Destinations	1 - 3	
TASK 2 – Different Types of Travel and Tourism	4 - 6	
TASK 3 – Gloucestershire Tourism	7	
TASK 4 – 8 Mark Question on Different Types of Transport	8 - 12	
TASK 5 – The Skills Required to Work in Travel and Tourism	13	



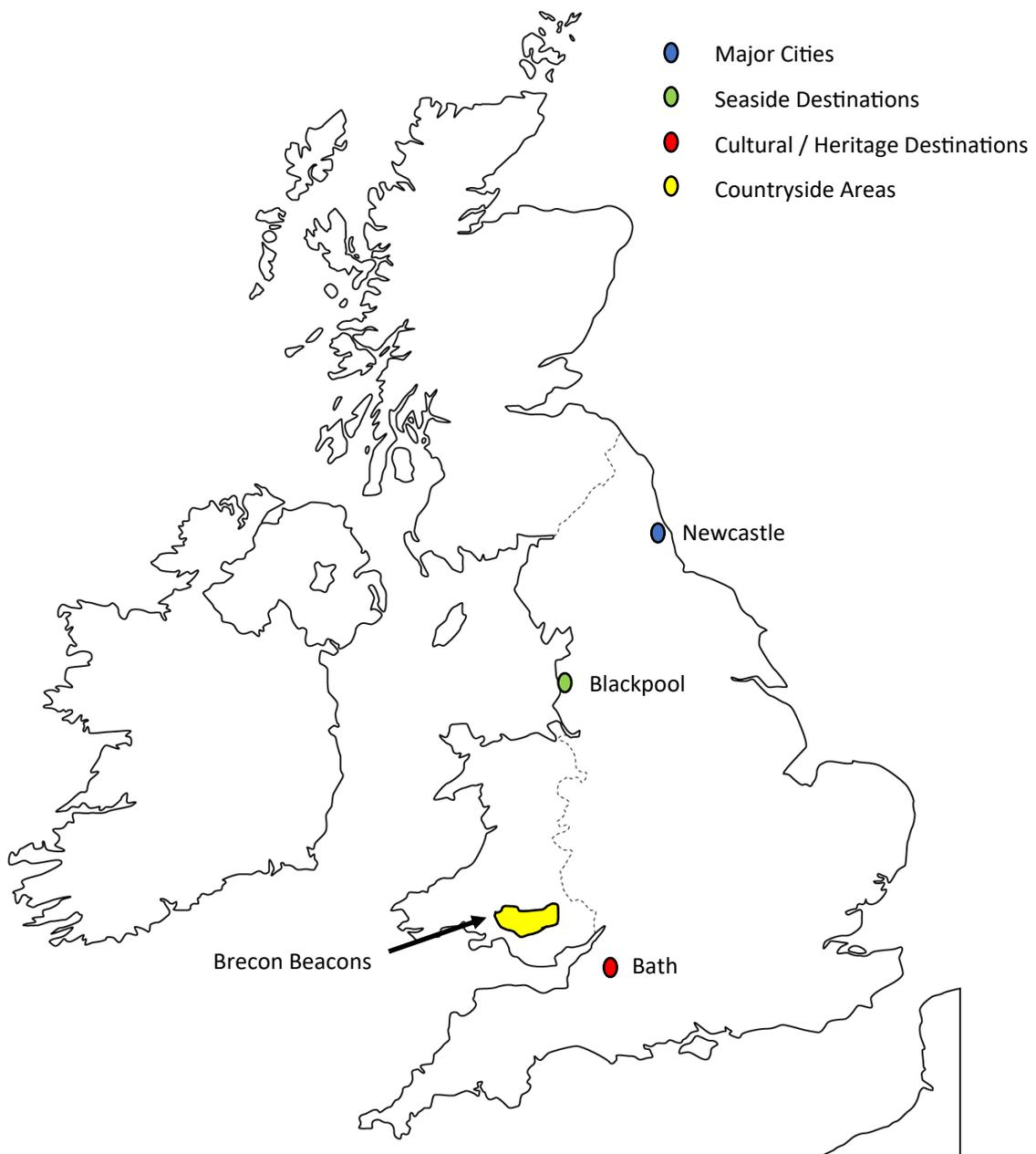
TASK 1 – UK Tourist Destinations

One of the first skills we want you to develop is basic mapping skills. This involves locating tourist destinations and being able to plot these destinations on blank maps.

Using the blank maps below, you must locate and plot the following:

- 2 major UK cities. This could be London, Birmingham, Manchester, Newcastle or destinations of your choice.
- 2 UK seaside destinations. This could be Blackpool, Brighton, Minehead, Weston Super Mare or destinations of your choice.
- 2 UK cultural/heritage destinations. This could be Bath, Stratford Upon Avon, Oxford, York, or destinations of your choice.
- 2 UK countryside areas. This could be Brecon, Forest of Dean, Peak District, Snowdonia or destinations of your choice.

Here is some guidance on how to complete this task:



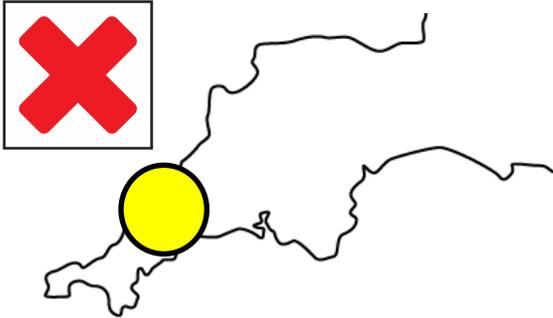
In the map above, all points are accurate. On top of this, the map also has

- Plotted points that have been colour coded
- A key is included so it is easy to understand what the different colours mean
- The countryside area is shown by the shape of the area rather than a circle.

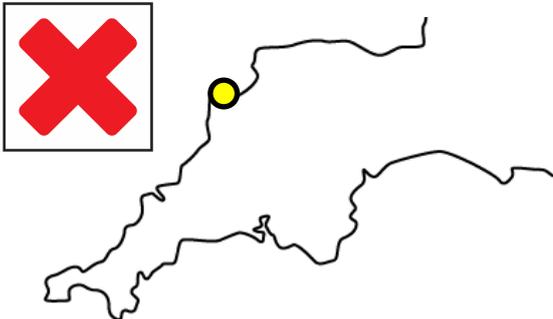


The location of Newquay is on the right. See how to plot this accurately below.

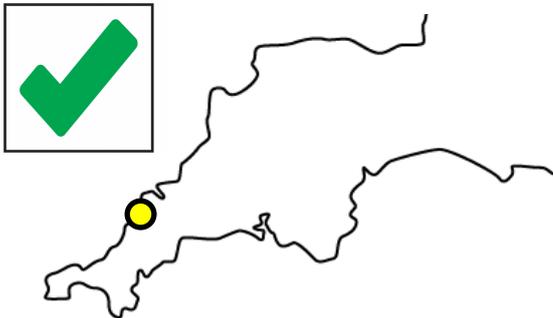
This plotted point is too big therefore making it inaccurate.



This plotted point is too far north and not in the right place. Make sure you look carefully and plot the point in the right place.



This point is the correct size and in the correct position.



TASK 1 – UK Tourist Destinations

Now lets give the task a try.



Success Criteria		✓
T1	Identify and locate 2 major UK cities. This could be London, Birmingham, Manchester, Newcastle or destinations of your choice.	
T2	Identify and locate 2 UK seaside destinations. This could be Blackpool, Brighton, Minehead, Weston Super Mare or destinations of your choice.	
T3	Identify and locate 2 UK cultural/heritage destinations. This could be Bath, Stratford Upon Avon, Oxford, York, or destinations of your choice.	
T4	Identify and locate 2 UK countryside areas. This could be Brecon, Forest of Dean, Peak District, Snowdonia or destinations of your choice. <u>*make sure you draw the countryside area accurately*</u>	
T5	Plotted points need to be colour coded with a key.	
T6	Plotted points need to be accurate.	

TASK 2 – Different Types of Travel and Tourism

In this task you will learn about different types of travel and tourism and then answer real exam questions at the end to test your knowledge.

This is the information you need to learn:

Topic A1 - Types of Tourism

Domestic Tourism: definition – taking holidays and day trips in your own country.

Outbound tourism: definition – travelling to a different country from the UK for a visit or holiday.

Inbound tourism: definition – visitors from overseas coming into the UK for a visit or holiday.

Topic A2 - Types of Travel

TYPES OF TRAVEL AND REASONS TO TAKE THEM	
LEISURE TRAVEL	<ul style="list-style-type: none"> • Day trips: where people travel to a tourist attraction for a day, returning to their own homes at the end of the day e.g. a day trip to the beach or a day at a theme park. • Short breaks: weekend break in a city or a night away from home e.g. a weekend trip to London. • Holidays: traditional week away anywhere, could be abroad or in the UK e.g. a week in Spain or a fortnight in Florida • Visiting friends and relatives (VFR): travelling to see grandparents. • Staycation: a holiday spent at home or in your hometown doing activities or going on trips that there isn't normally time for because of work. • Events: a one-off or repeated event that people travel to attend e.g. concerts, festivals, football matches.
BUSINESS TRAVEL	<ul style="list-style-type: none"> • Meetings: many businesses will require face to face meetings, this means that workers will have to travel to other areas. • Incentive: reward for doing well in your job e.g. a free trip to New York for working hard or getting the most sales. • Conferences: large groups of people coming together to have meetings and talks about their products and businesses. • Events: where businesses come together to sell their goods e.g. The Gadget Show live showing off new Technology
SPECIALIST TRAVEL	<ul style="list-style-type: none"> • Adventure: where people travel in search of adventure and risks. Often involves physical activity like climbing or hiking and could be in exotic locations. • Health: travelling to improve health and well-being e.g. spa weekend retreats, yoga or meditation breaks. Health tourism also includes people who travel abroad to have specific treatments carried out because the country offers cheaper and more advanced facilities. • Education: travel for educational purposes is done through schools, colleges and universities. The purpose of the trip can be specific, such as field trips or to learn a language. • Cultural heritage: to places which represent stories of people and events of the past and present. They are historical and educational as the tourist is learning and experiencing different cultures relevant to the place e.g. a trip to Warwick castle. • Dark tourism: visiting a place where a disaster or tragedy occurred e.g. prison camps of WW2, such as Auschwitz, are major dark tourism destinations. • Voluntary work: combining a trip with a charity activity. Activities can include teaching English in schools, wildlife conservation and community development projects like helping the poor. • Conservation: Helping to protect wildlife or the environment in an area, or protect the history/heritage of a destination e.g. working with the National Trust.

TASK 2 – Different Types of Travel and Tourism

Now that you have learned about different types of travel and tourism, answer the exam questions.

Question 1

What is domestic tourism?

(1 mark)

Question 2

Identify two examples of outbound tourism from the UK.

- A A family from Madrid visiting Glasgow _____
- B A student from Cambridge visiting Athens _____
- C A solo traveller from Edinburgh visiting London _____
- D A couple from Brussels visiting Vienna _____
- E A group from Birmingham visiting Paris _____

(2 marks)

Question 3

Identify two examples of specialist travel.

- A Education _____
- B Holidays _____
- C Conservation _____
- D Airline _____
- E Excursion _____

(2 marks)

Question 4

Holidays and short breaks are examples of leisure travel. Give two other examples of leisure travel.

1. _____
2. _____

(2 marks)

Question 5

The types of business travel are sometimes referred to by the abbreviation MICE. What does the M in MICE commonly stand for?

- A Manager _____
- B Marketing _____
- C Meeting _____
- D Macro _____

(2 marks)

TASK 2 – Different Types of Travel and Tourism

Now that you have learned about different types of travel and tourism, answer the exam questions.

Question 6

One type of leisure travel is VFR. What does VFR stand for?

(1 mark)

Question 7

Give one example of inbound tourism

(1 mark)

Question 8

What is meant by the term Staycation

(1 mark)

Question 9

What is meant by the term Dark Tourism

(1 mark)

Question 10

Gill is travelling to Borneo to help protect endangered wildlife. Gill's trip is an example of specialist travel for conservation. Give two other examples of specialist travel for conservation.

1. _____
2. _____

(2 marks)

Well Done!!

TASK 3 – Gloucestershire Tourism

In this task you are going to develop your research skills and your IT skills.

THE TASK

You are going to research what is available for **teenage** tourists in our county of Gloucestershire. You will then make a PowerPoint presentation.

Remember Gloucestershire includes towns, cities, villages and lots of outdoor areas.

Your presentation will have 4 areas. Make a slide for each of these areas. They are:

Attractions: museums, zoos, soft play areas, historical sites like castles

Natural features: forests, caves, mountains, lakes, rivers, parks

Facilities: restaurants, pubs, shopping centres, leisure centres

Arts and entertainment: shows, cinemas, festivals, pantomimes, sports events

Also include images!!!

An example slide

Gloucestershire Tourism - Natural Features

- ▶ Pittville Park in Cheltenham is very good for teenagers as there is lots for them to do. They have a BMX and skateboard ramp for the teenagers who are interested in doing these activities. They also have a boating lake which is good in the summer as teenagers can rent a boat and row around the lake. There is also lots of wide open spaces, and also football goals, where teenagers can play football or rugby.
- ▶ The Forest of Dean is also excellent for teenagers. There are places like Cannop Cycle Centre where you can hire a bike and there are lots of different trails for beginners through to experts. There are also lots of picnic areas where teenagers can meet their friends outdoors and have a good time.
- ▶ Clearwell Caves are a series of tunnels and caves where you can learn about the history of iron mining. It is a new experience to go down into a cave and it is interesting for teenagers who are interested in Geography.



Activate Windows
Go to Settings to activate Windows.

IMPORTANT

Make sure you describe why the things you have researched are suitable for teenagers

TASK 4 – 8 Mark Question on Different Types of Transport

To do well in the exam, it is really important you become good at answering a long 8 mark question. In this task, you are going to learn about different types of travel, then follow the guidelines and produce a top notch 8 mark answer.



Coach	
Positives of Car/Coach journey	Negatives of Car journey
Can stop when and where you want	Is slower than both train and flights
Can carry lots of luggage on a coach	Traffic can slow the journey further
Usually the cheapest method of transport	A coach doesn't have a lot of entertainment
Only your group on the coach, so you won't disturb members of the public	



Rail	
Positives of Rail journey	Negatives of Rail journey
Very comfortable (especially first class)	Trains can be cancelled or delayed
Can sleep, eat, read and walk about on the journey	Can be expensive, especially first class
You can buy snacks, drinks and meals on board	Can be busy, not everyone is guaranteed a seat
	Lots of changes can be stressful, especially with children and luggage



Air	
Positives of Air journey	Negatives of Air journey
Very comfortable (especially first class)	Can be expensive, especially first class
Most direct method, less changes so less hassle	Fairly cramped seating in economy
Quickest journey	Flights can be delayed
Can sleep, eat, read and walk about on the journey	You have to check in 2 hours before hand making it quite
You can buy snacks, drinks and meals on board, often	Travel will need to be arranged to and from the airport
	Often there are extra charges for seats together and

TASK 4 – 8 Mark Question on Different Types of Transport

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Ferry	
Positives of Car/Coach journey	Negatives of Car journey
Very comfortable, you can even book bedrooms	Very slow to reach destination
Can sleep, eat, read and walk about on the journey	You can suffer from sea sickness
You can buy snacks, drinks and meals on board	They can be delayed due to bad weather
Lots of fun things to do e.g. games rooms, cinemas, bars	

How to answer an 8 mark question

Follow the success criteria and guidelines below to ensure you answer the 8 mark question correctly.

Success Criteria		Sentence Starters
T1	Analyse 2 advantages of using air travel. To analyse make sure you develop each sentence (see below)	One advantage is This is good because
T2	Analyse 2 disadvantages of using air travel. To analyse make sure you develop each sentence (see below)	One disadvantage is This is bad because
T3	Analyse 2 advantages of using rail travel. To analyse make sure you develop each sentence (see below)	One advantage is This is good because
T4	Analyse 2 disadvantages of using rail travel. To analyse make sure you develop each sentence (see below)	One disadvantage is This is bad because
T5	Analyse 2 advantages of using coach/ferry travel. To analyse make sure you develop each sentence (see below)	One advantage is This is good because
T6	Analyse 2 disadvantages of using coach/ferry travel. To analyse make sure you develop each sentence (see below)	One disadvantage is This is bad because
T7	Provide a conclusion where you weigh up all the options and give an overall opinion on which one they should choose. Why is one option better than the other	I think the best option is This is better than other options because

How to analyse and develop an answer

To develop an answer you must add depth to it by including a further sentence. Where possible, you need to make the developed sentence relevant to the type of customer (a school group).



One advantage of coach travel is you have the coach to yourselves.



One advantage of coach travel is you have the coach to yourselves. This is good because the students won't disturb other members of the public. This makes it less stressful for the teachers as they don't need to manage the behaviour of the students so closely.

TASK 4 – 8 Mark Question on Different Types of Transport

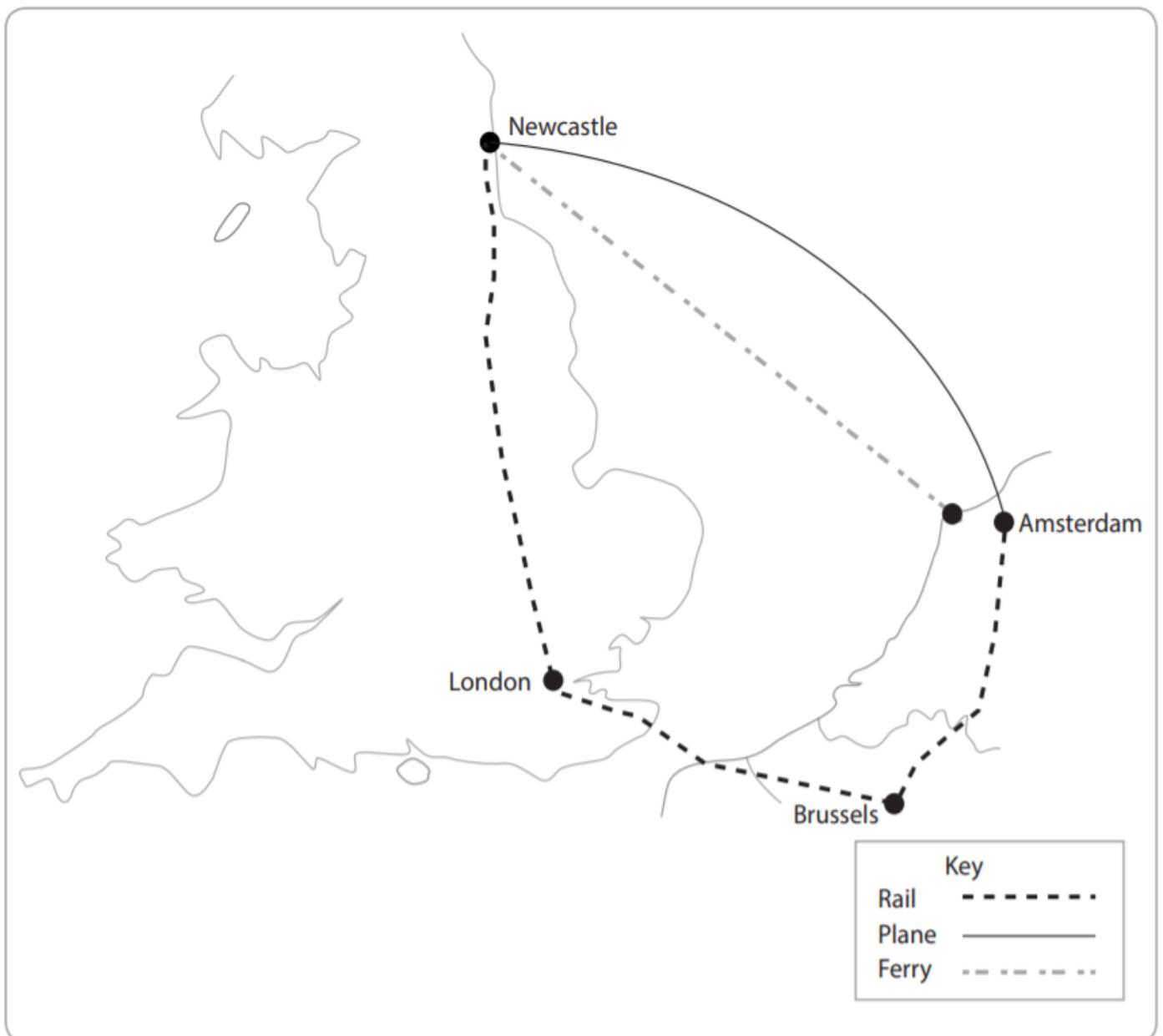
Now lets have a go at the 8 mark question

Great Northern High School in Newcastle is considering the transport options for a four-day school trip to Amsterdam. The group will consist of five members of staff and 43 students, aged between 15 and 16.

The transport options are:

- **Option 1 – Coach/Ferry:** Overnight ferry from Newcastle to the Netherlands and then transfer by coach from the port to Amsterdam city centre
- **Option 2 – Air:** Direct flight from Newcastle Airport to Amsterdam Airport
- **Option 3 – Rail:** Direct train from Newcastle to London, transfer to Eurostar changing trains in Brussels

Transport routes between Newcastle and Amsterdam



TASK 5 – The Skills Required to Work in Travel and Tourism

In this task you are going to produce an article for a travel and tourism magazine.

Your job is to investigate and describe the skills required to work effectively in two travel and tourism positions.

Step 1 – First you need to pick two jobs from the list below:

- Airline Host/Hostess
- Hotel Concierge
- Travel Agent
- Holiday Rep

Step 2 – Investigate each job so you know what this person does on a day to day basis. Do this by researching the job using the internet. You do not need to write this down, but it may help you to do so. The goal is to fully understand what is involved in the two jobs that you select. For example, if you pick a Travel Agent and a Hotel Concierge, you need to fully understand what these people do on a day to day basis.

Step 3 – THIS IS THE IMPORTANT BIT. In your article DESCRIBE at least 5 skills that are needed to be good at each job. For example, I think that a Travel Agent needs good communication, good selling skills, good listening skills, they need to be friendly and approachable, they need to have good organisation and they need to have good product knowledge.

Below is a list of skills you might use.

- Communication
- Selling skills
- Negotiating
- Listening
- Energetic and enthusiastic
- Friendly and approachable
- Stamina
- Team working
- Organisation and planning
- Problem solving
- Good product knowledge

To make sure you DESCRIBE, you need to say why the skill is important to that job. Look at the example sentence to help you

Example of a good sentence:

Having good product knowledge is important when you are a travel agent because you need to have detailed knowledge of the destinations and hotels that are offered so you can persuade people to book the holiday. If your product knowledge is poor you will not be able to answer questions from the customers so you will be less likely to persuade them to book the holiday. It often helps if the travel agent has been to the destinations because then they can give first-hand advice and opinions which helps to persuade the customer.