

Name:



Transition Pack

BTEC Travel and Tourism

Mandatory Tasks

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Optional Tasks

- **Research a well known tourism business and what they are doing to be sustainable and environmentally friendly.**
- **Research the impact of the COVID 19 pandemic on the tourism industry.**

Please email NJB@churchdownschool.com if you have any queries

TASK

1

TASK 1 - RESEARCH TASK - THE APPEAL OF ALTON TOWERS

Introduction

Next year you will study a unit called Visitor Attractions. To prepare you for this unit you are going to research the products and services that Alton Towers offers to meet the needs of different types of customers.

SOME IMPORTANT THEORY - READ THIS FIRST

- To meet the expectations of different visitor types, attractions need to understand the wide range of different types of visitor.
- What different categories of visitor are there and what are their motivations?

Different Types of Visitor

- People of different age groups e.g. teenagers, young adults, retired people
- Families
- Educational groups
- Overseas visitors
- People with specific needs

Visitor Expectations

This could include:

- Accessibility - Opening hours, opening seasons, lower queue times, disabled access.
- Cost - Good value, special offers, season passes.
- Entertainment - Rides, characters, shows, games.

Products and Services offered by the Attraction

An attraction will offer:

- 1) The main product or service e.g. rides, shows
- 2) Support services e.g. information centres, parking, park and ride facilities, transfer shuttles, toilets and restrooms, first aid, crèche and children's facilities, signage.

There will also be:

- 1) Primary spend opportunities, e.g. entrance fees
- 2) Secondary spend opportunities, e.g. shops or retail outlets, merchandising, catering and accommodation, ticket upgrades to avoid queues, day ticket upgrade to annual pass.

TASK 1 - RESEARCH TASK - THE APPEAL OF ALTON TOWERS

RESEARCH and DESCRIBE the products and services that Alton Towers offer for the following visitor types: **FAMILIES, YOUNG ADULTS, PEOPLE WITH DISABILITIES**

Step 1

Create a mind map for each visitor type where you identify what their expectations are.

What do young adults want? Good value, thrill rides, fast food etc.

What do families want? Family tickets, themed hotel rooms, characters etc.

What do people with disabilities want? Disabled toilets, carer tickets, disabled parking etc.

Step 2

Do some research on Alton Towers to find out what they offer for each visitor type. Use the links below to help you.

<https://www.thesun.co.uk/travel/5568490/alton-towers-tickets-free-deal-theme-park-2022>

<https://www.altontowers.com/explore/theme-park/restaurants-shops/>

<https://www.altontowers.com/plan-your-visit/before-you-visit/thrill-seekers-theme-park-itinerary/>

<https://www.altontowers.com/media/a24b5s34/accessibility-guide-2020.pdf>

<https://www.altontowers.com/explore/cbeebies-land/>

<https://www.altontowers.com/explore/theme-park/restaurants-shops/rollercoaster-restaurant/>

<https://www.altontowers.com/short-breaks/accommodation/>

Step 3

Follow the success criteria to describe the products and services that Alton Towers offer. There should be at least 3 slides for each visitor type so at least 9 in total.

Success Criteria	
T1	What products and services does Alton Towers offer for young adults. You could consider: • The main product or service • Support services • Primary spend opportunities • Secondary spend opportunities
T2	What products and services does Alton Towers offer for families. You could consider: • The main product or service • Support services • Primary spend opportunities • Secondary spend opportunities
T3	What products and services does Alton Towers offer for people with disabilities. You could consider: • The main product or service • Support services • Primary spend opportunities • Secondary spend opportunities

TASK 1 - RESEARCH TASK - THE APPEAL OF ALTON TOWERS

Bad Slide

The Smiler – This is good for teenagers



CBeebies Hotel – This is good for families with young children

WARNING

THIS VIDEO HAS BEEN IDENTIFIED TO
POTENTIALLY TRIGGER SEIZURES FOR PEOPLE
WITH PHOTOSENSITIVE EPILEPSY
VIEWER DISCRETION IS ADVISED

Health warning sign – This is important for people with epilepsy

Good Slide

The Smiler is a thrill ride aimed at teenagers, young adults and people who are thrill seekers. It is suitable for these types of visitor as they are looking for exciting sensations which get the adrenalin flowing. The ride has 14 inversions, which is a world record, and reaches a top speed of 52.8 mph. These twists and turns combined with the fast speed gives the riders exciting sensations with G Force sometimes reaching 4.5. The ride would not be suitable for younger children as they would find it too scary, and not suitable for the elderly as the ride can be very physical.



TASK

2

TASK 2 - EXTENDED WRITING - USING TECHNOLOGY

Introduction

To do well in the exam, it is really important you become good at answering longer answer questions.

- Read the scenario and question carefully
- Generate some advantages and disadvantages
- Follow the success criteria to help you answer the question
- Give yourself 20 minutes to plan the answer, and 40 minutes to write it.

The Scenario

Harvey House Hotel is a four star hotel in the private sector, located two miles from the nearest town, where there is a railway station, and 20 miles from a sandy beach.

The hotel has five acres of secure gardens. There is a large car park accessible only with a smartcard.

There are 16 luxury bedrooms and two deluxe executive suites, each with free Wi-Fi.

Harvey House Hotel also has an award winning restaurant, bar, cafe, heated indoor pool and spa.

THE QUESTION

Harvey House Hotel has decided to upgrade its website which at the moment only offers basic information through texts and pictures. The new website will offer customers:

- a virtual tour
- an online booking facility
- online check in
- a page to review their stay
- an electronic newsletter.

Evaluate the introduction of the new website for Harvey House Hotel (12 marks)

Before you start, create a mind map on the advantages and disadvantages of introducing the website for the hotel. Think about the type of hotel and the new features the website will bring. Here are a couple of ideas, but you will need more than this.

Advantages

- Potential for more bookings with 24/7 availability.
- The virtual tour will allow the hotel to show off their high end facilities.

Disadvantages

- High cost of building the website, including the virtual tour.
- Negative on-line reviews could create a negative image of the hotel.

TASK 2 - EXTENDED WRITING - USING TECHNOLOGY

SUCCESS CRITERIA

T1	Analyse the advantages of introducing the website for the hotel. Aim for as many advantages as you can by thinking about the type of hotel and the new features the website will bring. To analyse make sure you develop each sentence (see below how to do this)
T2	Analyse the disadvantages of introducing the website for the hotel. Aim for as many disadvantages as you can by thinking about the type of hotel and the new features the website will bring. To analyse make sure you develop each sentence (see below how to do this)
T3	Provide a conclusion where you weigh up all the advantages and disadvantages and give an overall opinion on whether they should introduce the website.

How to analyse and develop an answer

To develop an answer you must add depth to it by including **CONNECTED** sentences. Use **CONNECTIVES** such as:

- This could lead to.....
- This could have an impact on.....
- This could be bad because.....

Where possible, you need to make the developed sentence relevant to the type of business (a luxury but small hotel)

For example:

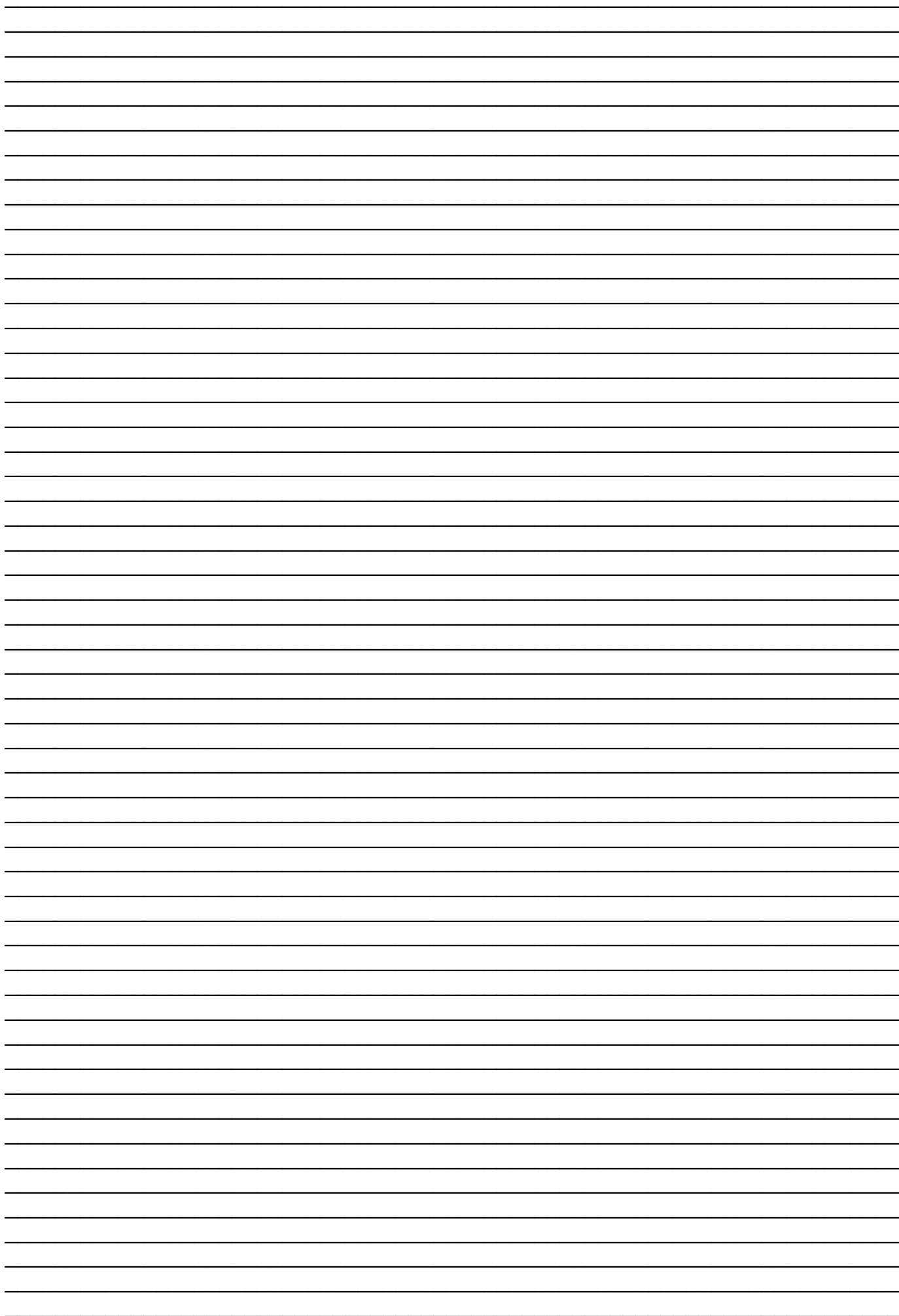
One advantage of the website is the virtual tour will allow the hotel to show off their facilities to their best.

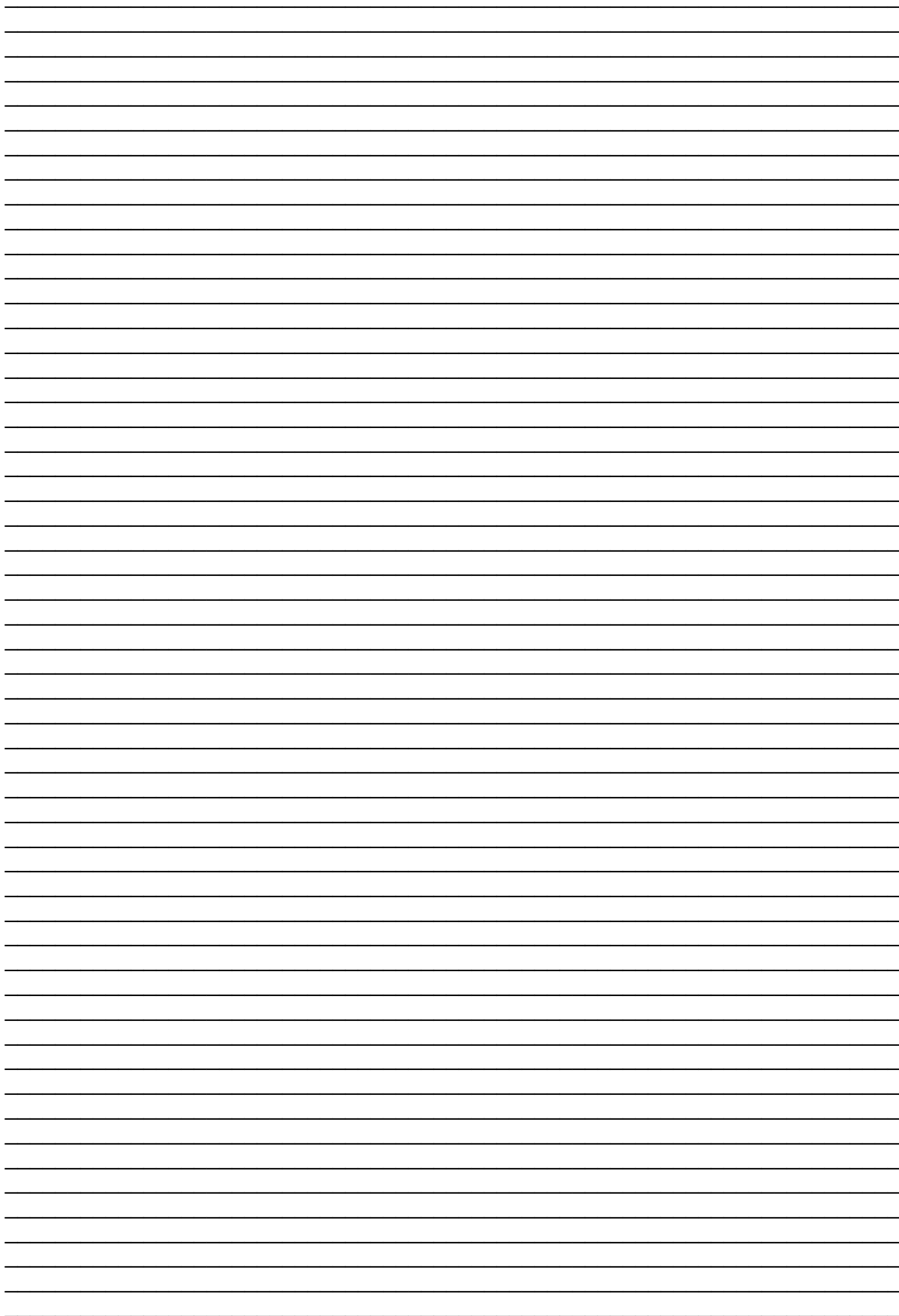


One advantage of the website is the virtual tour will allow the hotel to show off their facilities to their best. This will have an impact on the experience provided to the customers as they will be able to see the high end facilities that are offered in a more engaging way. This is good because the hotel is high end so you really want to show off the amazing features to the customer. This could lead to further bookings as customers are persuaded to book from the tour.



Evaluate the introduction of the new website for Harvey House Hotel (12 marks)





TASK

3

TASK 3 - WIDER READING - DESTINATION DEEP DIVE

Introduction

In Y13 you complete a unit where you learn about different types of destinations across the globe. To be successful you need curiosity to want to discover and research different places.

The task

Pick a destination that you would love to visit. If you are going to pick a big country like Australia, you must select a destination within that country.

Now you have selected the destination your job is to find out as much as you can about that place so you can create a travel guide. Imagine you are going there in the future, you want to discover as much as possible to make it a trip of a lifetime.

Your travel guide could be:

- A video blog (record this on your phone)
- A presentation (present this and film it)
- An article (make this in Word or Publisher)

You might want to include things from these categories:

- Weather - What about the weather makes it attractive. Why is the weather important? When is the best time to visit for the best weather?
- Attractions - What are the natural attractions? What are the purpose built attractions? What are the historical attractions? Describe these in detail and provide information about them (prices, opening times, what to wear etc.)\
- Facilities - What is the nightlife like? What is shopping like? What type of accommodation are available?
- Important information - What is the currency? What is the language? What is the time difference? Do you need a visa? Are there any medical issues to consider?