

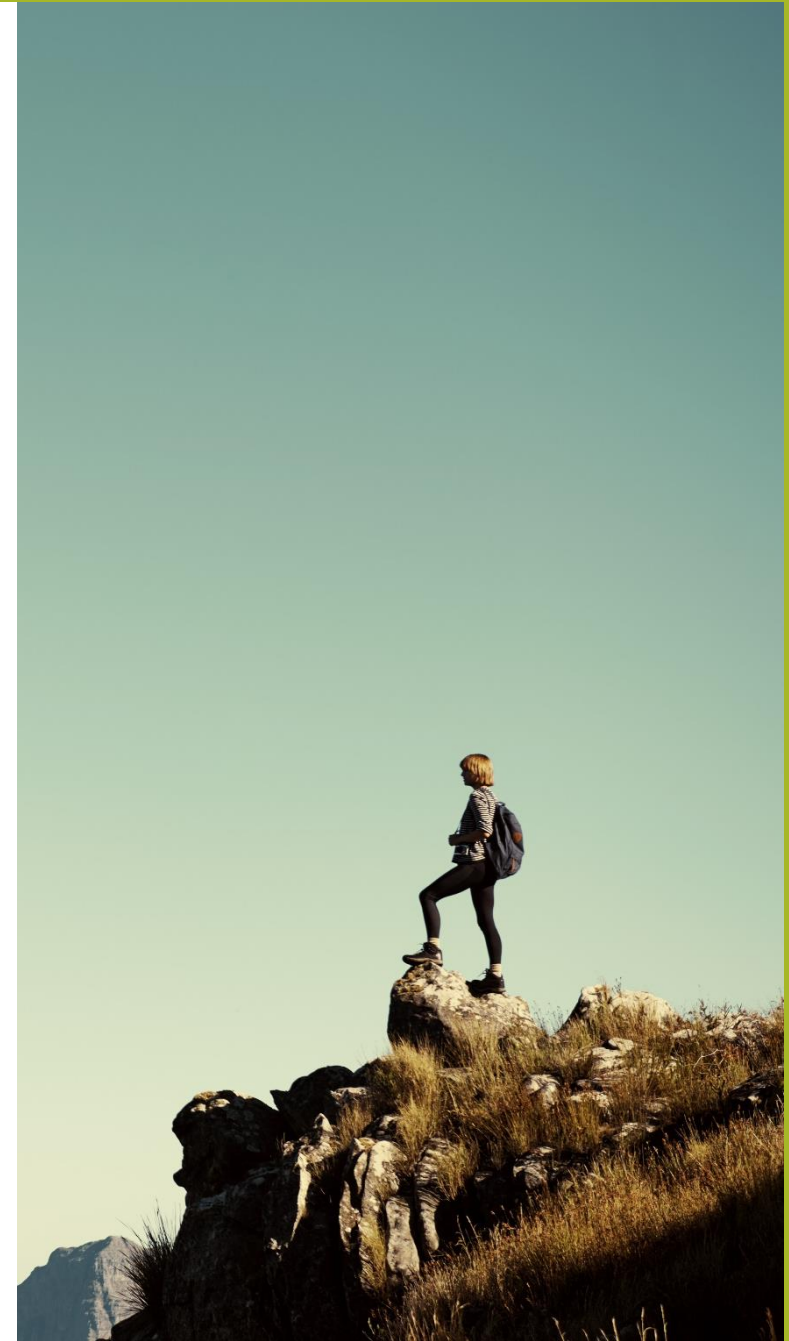


Welcome to Travel and Tourism

Introduction to the Course – laura.licorish@tolworthgirlsschool.co.uk

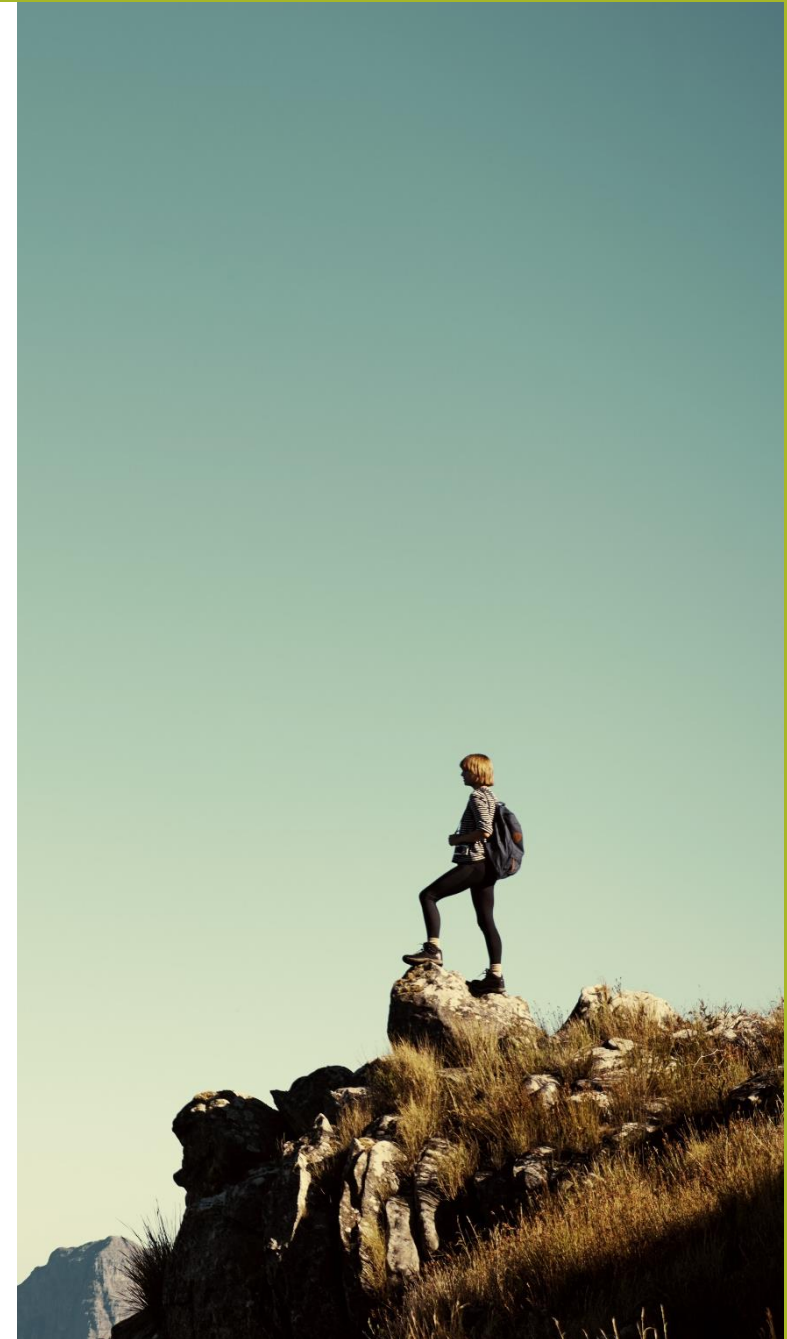
About the course

- **4 compulsory units**
- **3 optional unit**
- **5 units of coursework completion July 2022**
- **2 exams – Jan 2022 & June 2022**



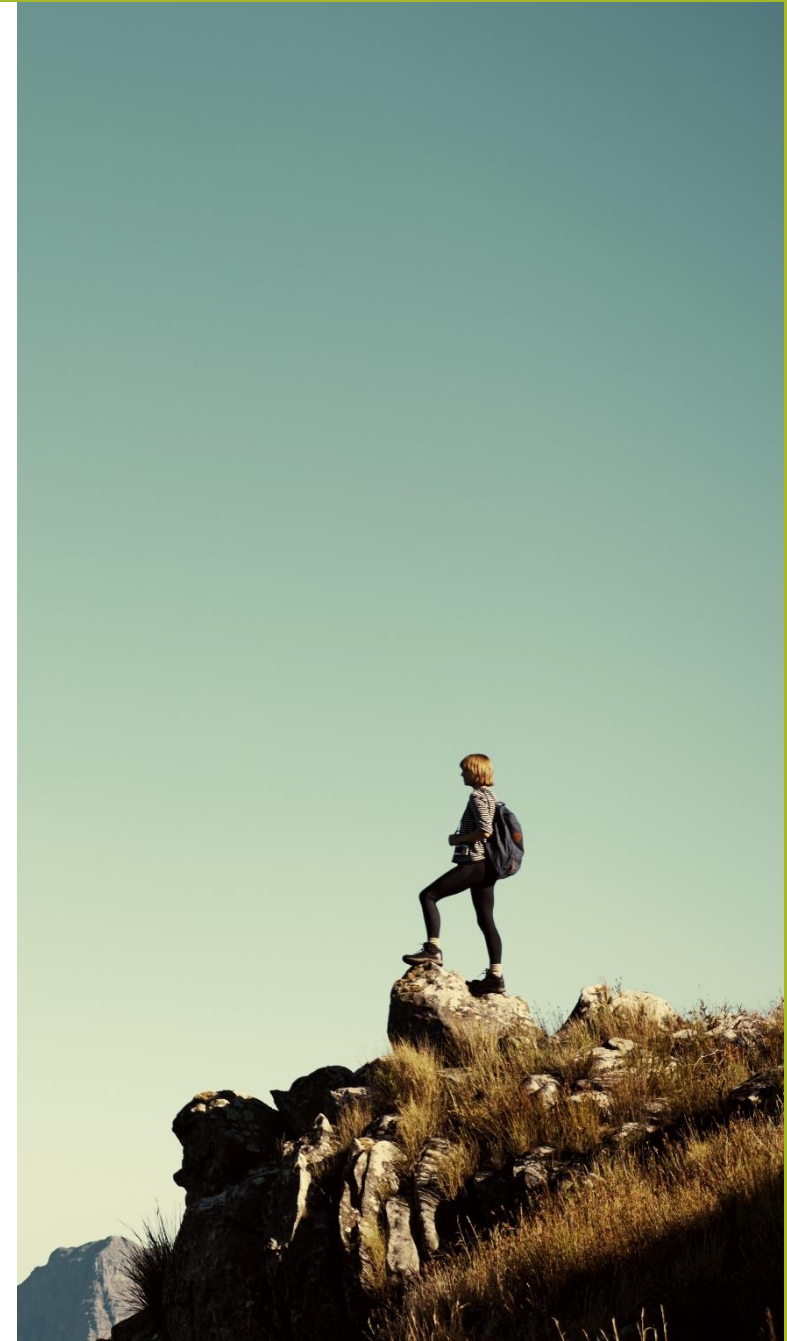
Units you will study

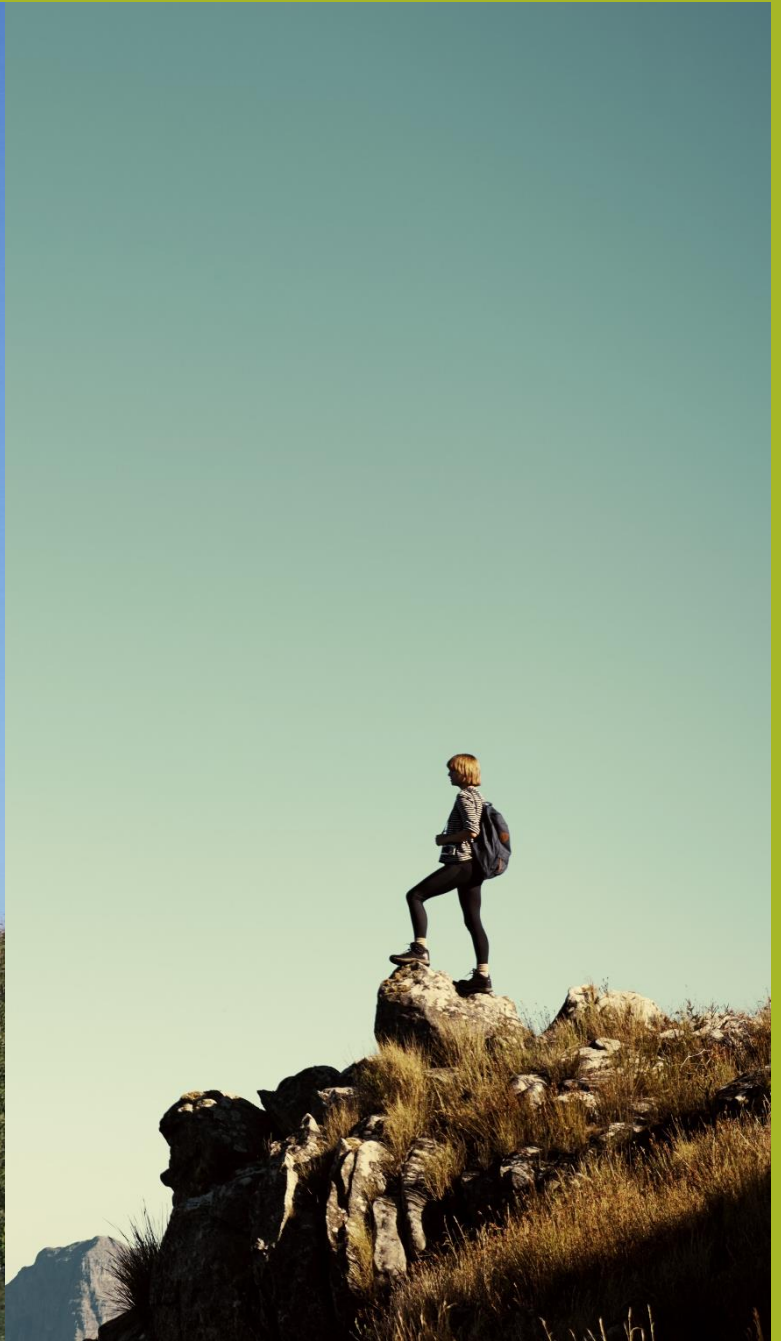
- **Unit 1 – The UK T&T Sector (external)**
- **Unit 2 – UK T&T Destinations (internal)**
- **Unit 3 – The Development of T&T in the UK (internal)**
- **Unit 4 – International T&T Destinations (internal)**
- **Unit 7 – Travel & Tourism Business Environments (internal)**
- **Unit 13 – Airports & Airlines (internal)**

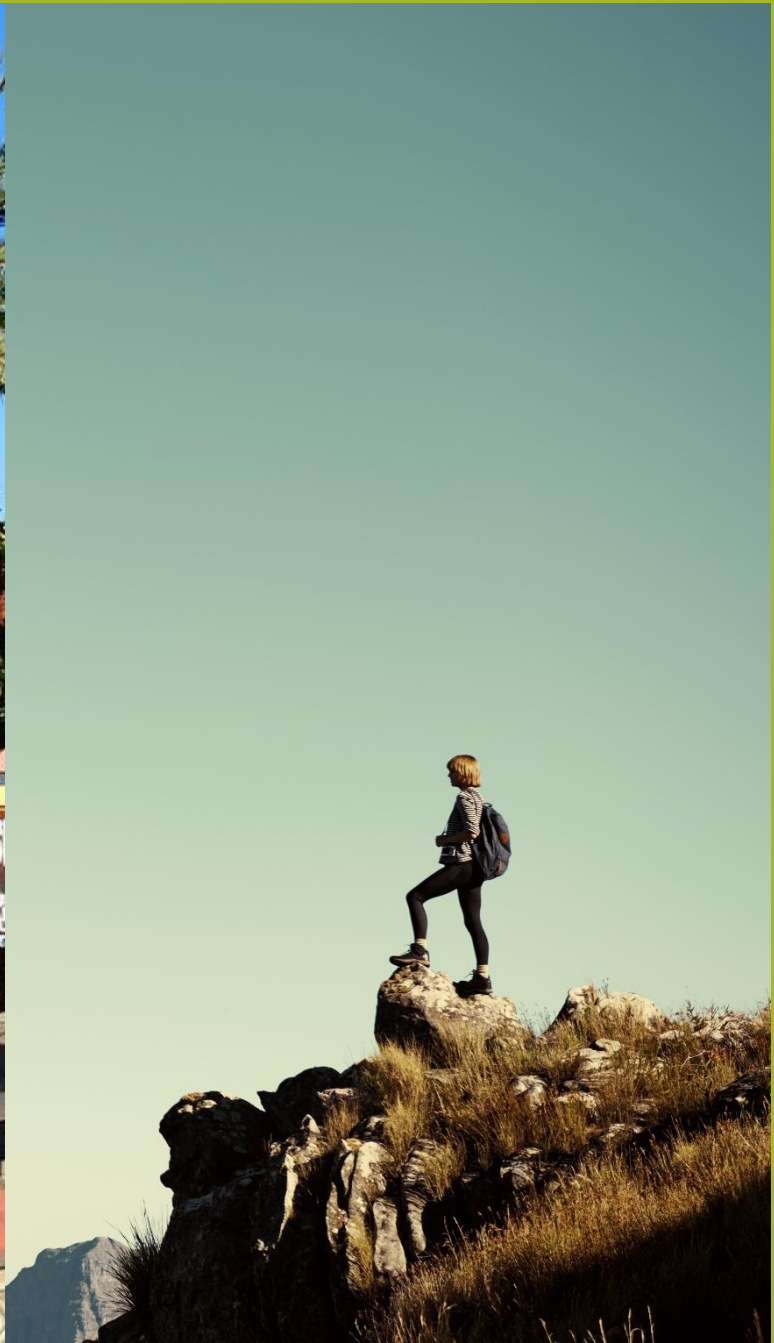


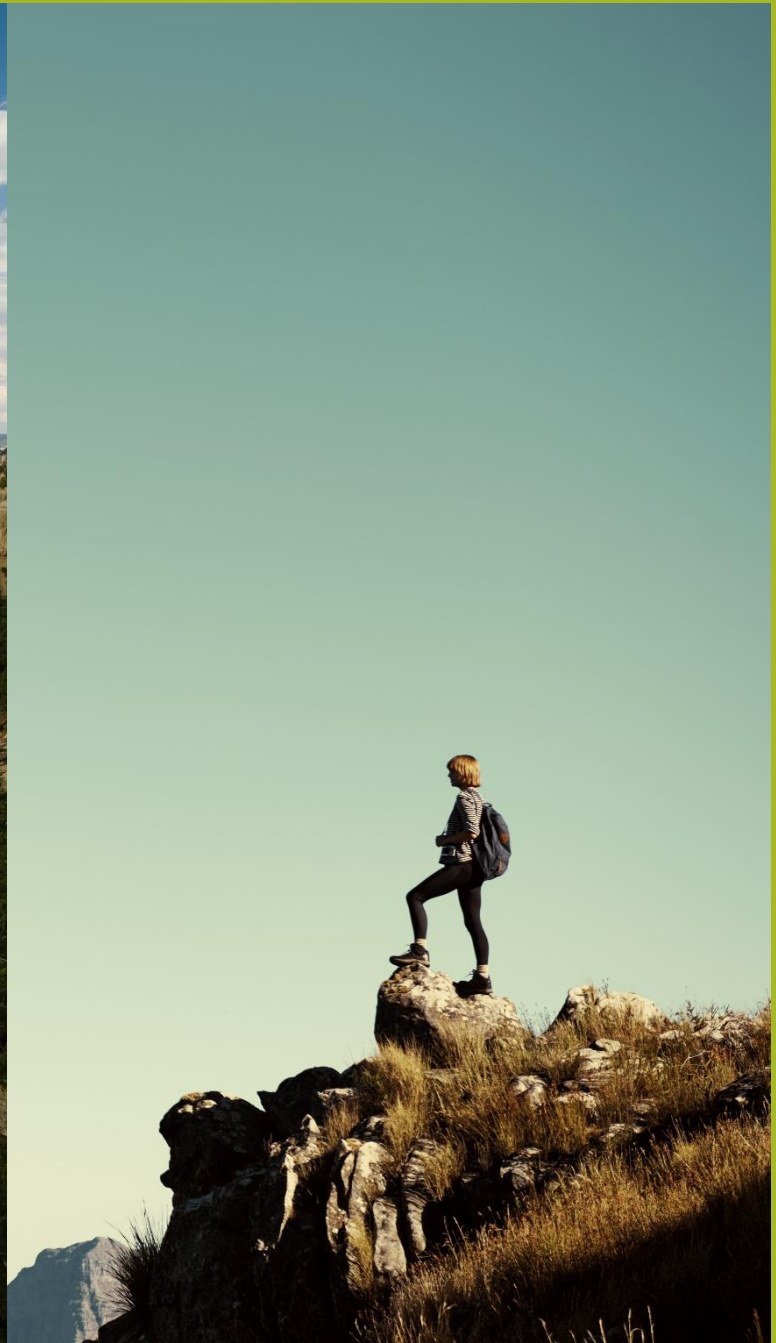
Where Am I?

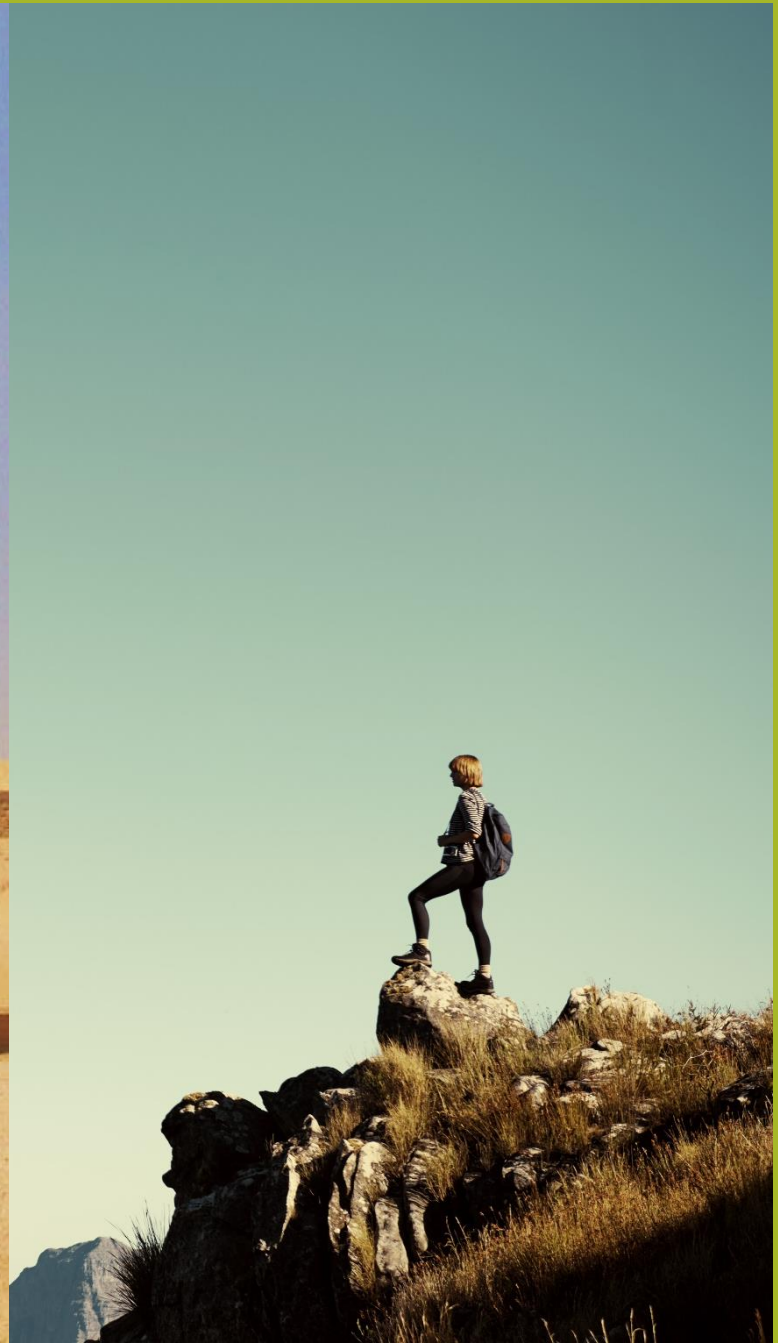
- It is important as a Travel and Tourism student to know where key places are in the world.
- On the next slides there are some pictures with key landmarks or destinations.
- Your task is to identify the place and correctly label it on a piece of paper.
- Try and find the specific place and the correct country it is in.

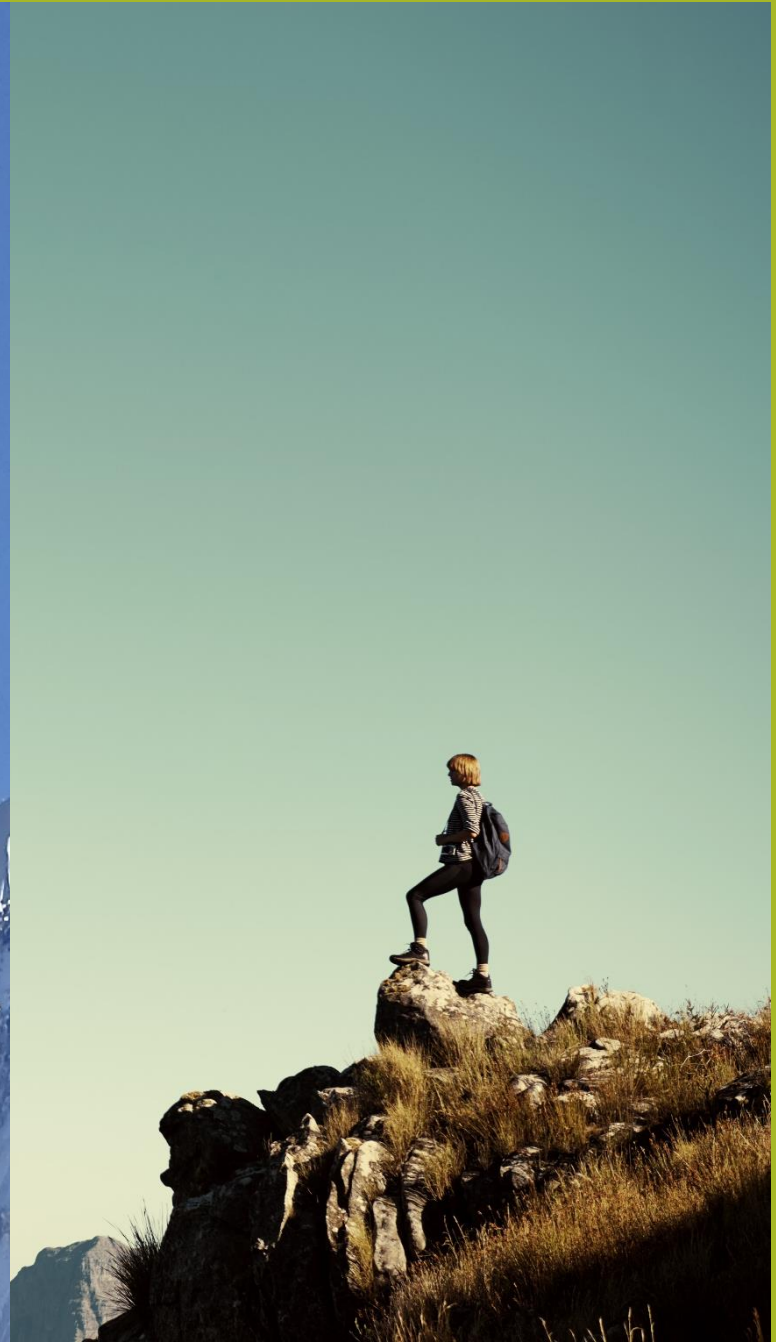


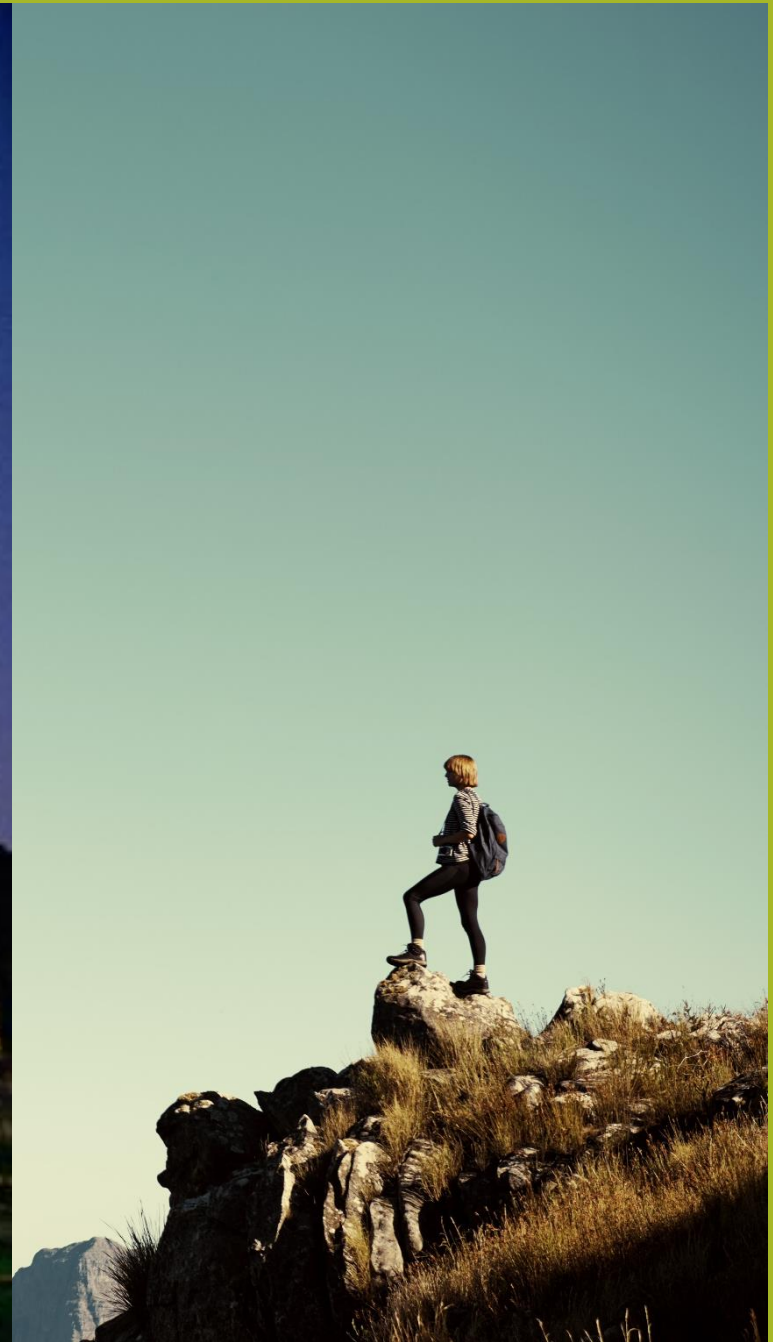


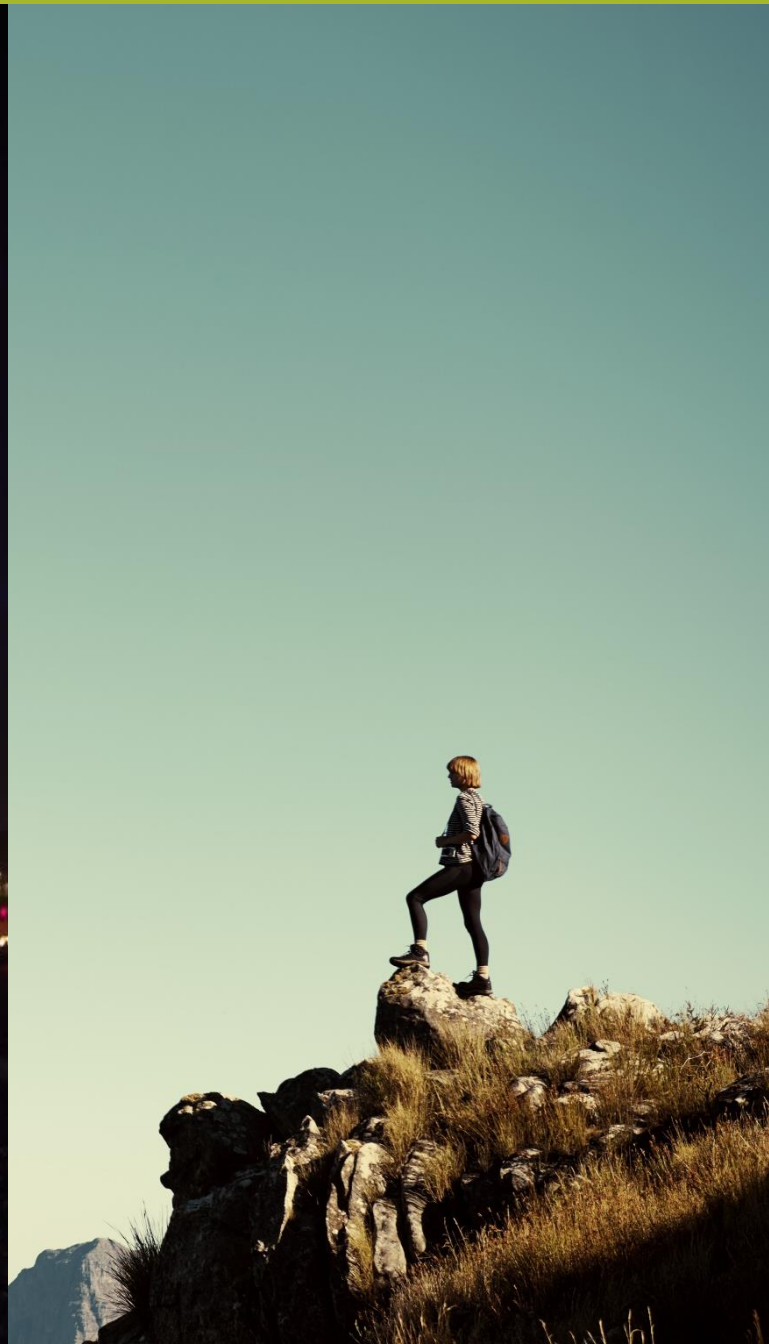


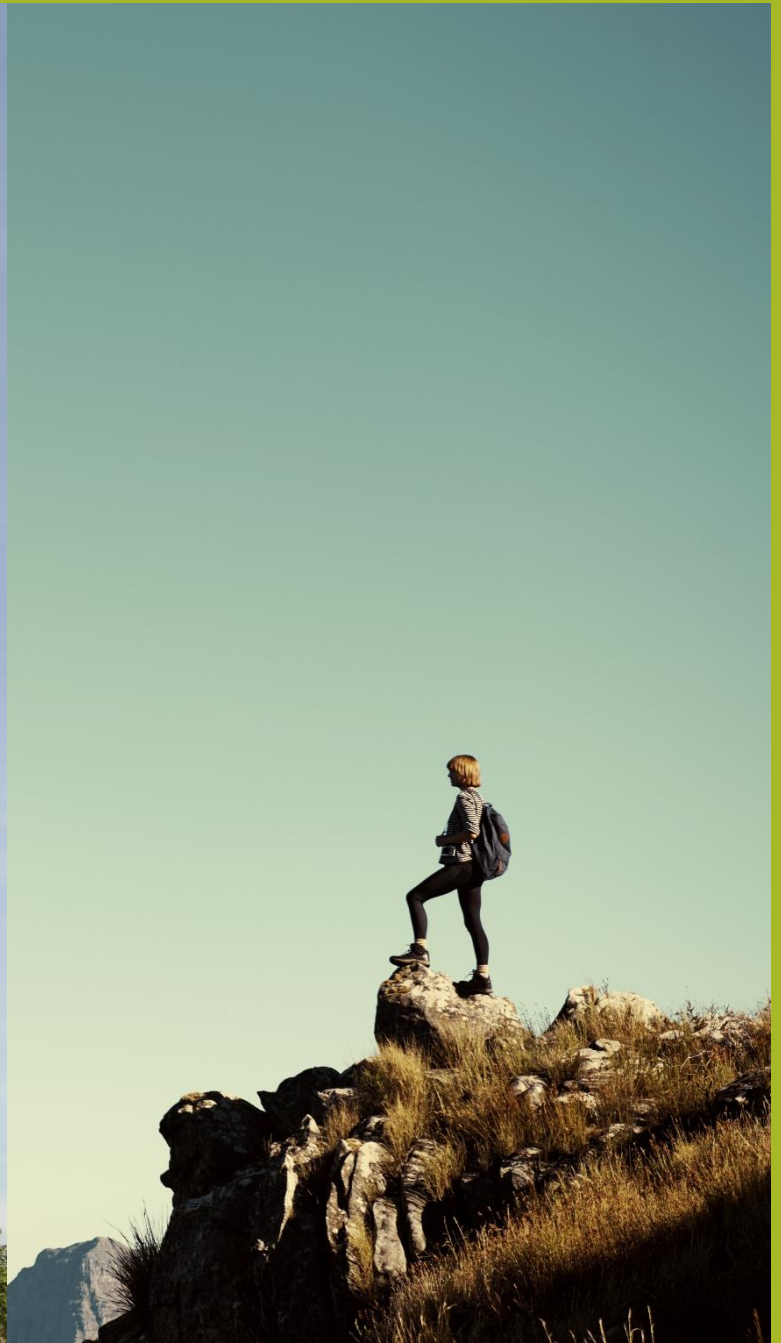


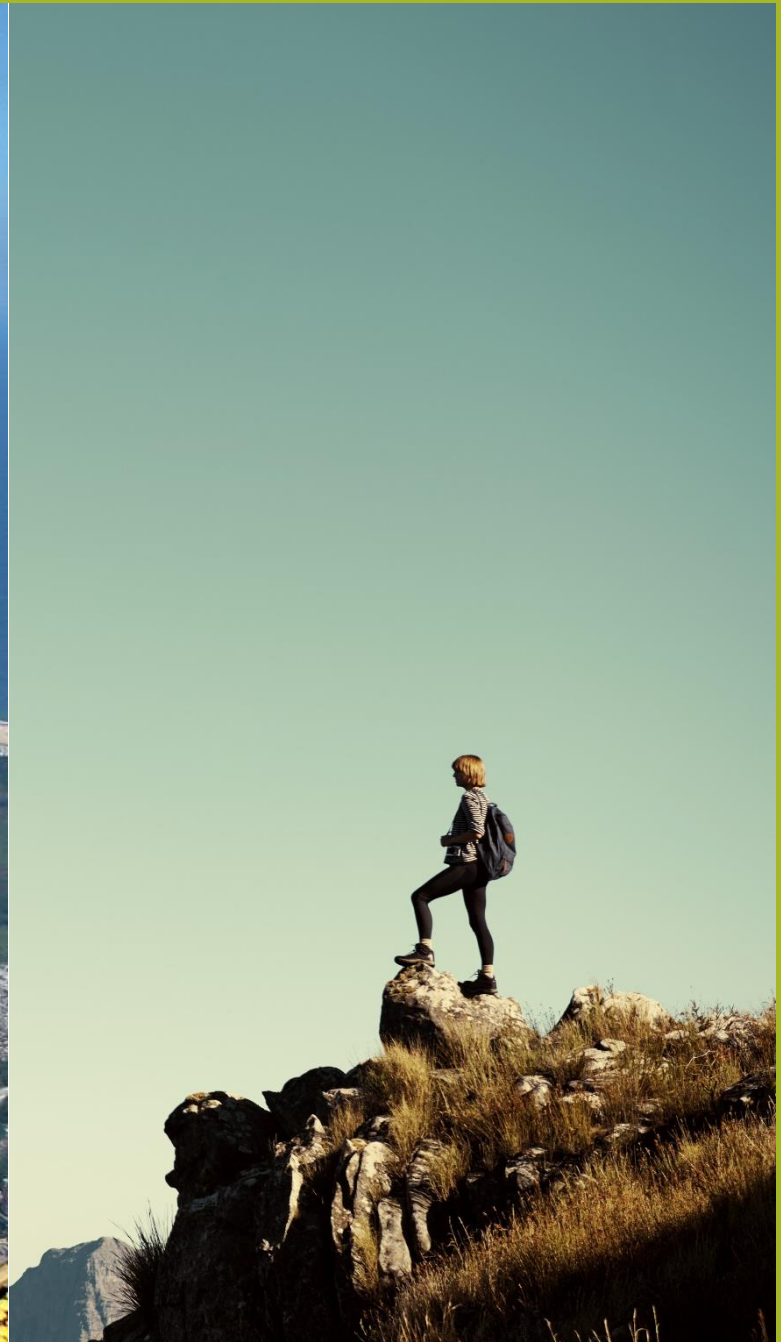














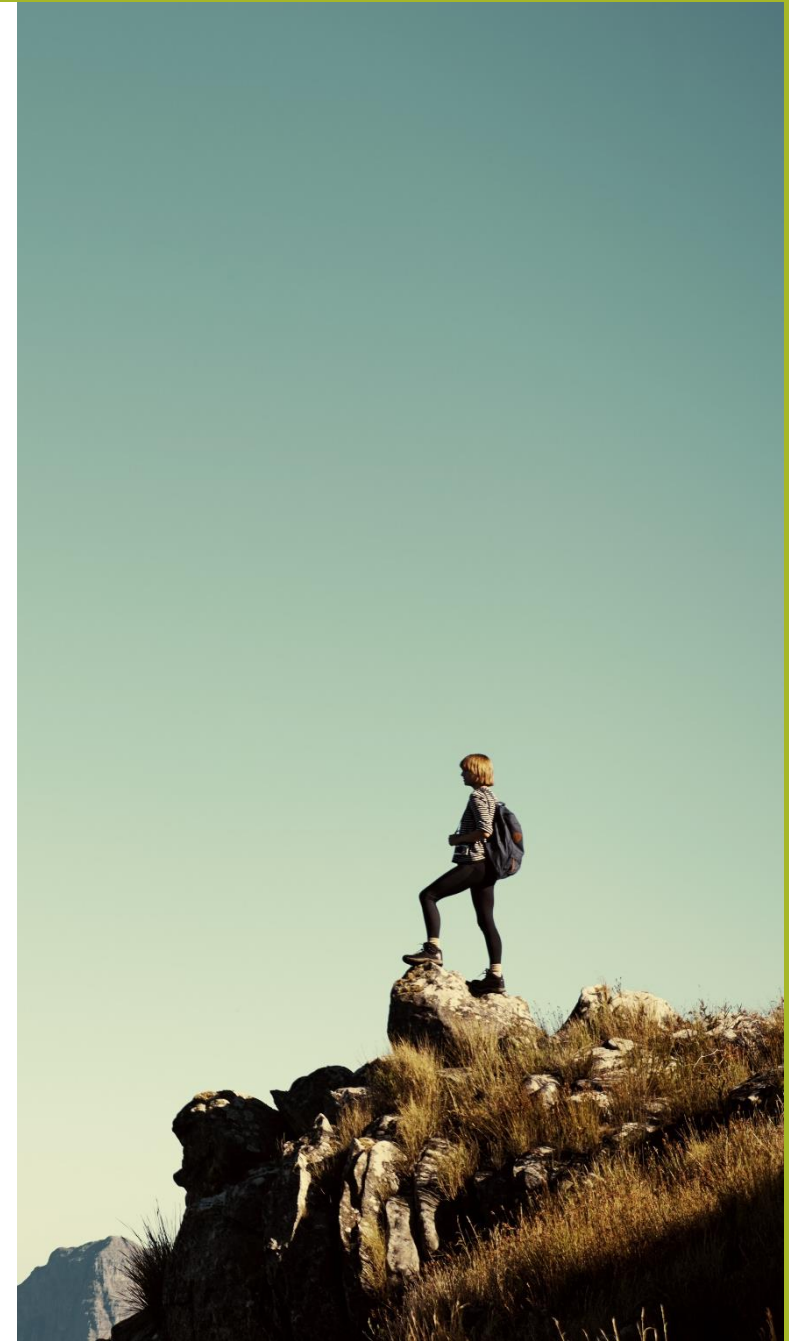


What's the appeal?

- Throughout the course you will have to look at different destinations and attractions and how they appeal to different groups of people.
- Task – Watch the following two videos and think about the appeal to different types of tourists.

Iceland

- <https://www.youtube.com/watch?v=vzSHcyXfNPw>
- Would this appeal to families?
- Would this appeal to couples?
- Would this suit a school trip?





Florida

- <https://www.youtube.com/watch?v=LfCsOwMc3hk>
- Would this appeal to families?
- Would this appeal to couples?
- Would this suit a school trip?

What to do now

- Research a holiday of your choice.
- It must be suitable for a family of 4. You can go anywhere in the world - the family of 4 requirements are for going over the Easter Holidays 2022 .
- They have a budget of £5500.
- They need lots of activities for their children aged 3 & 7.

