Travel and Tourism Level 3 BT

Welcome to Level 3 Travel and Tourism. My name is Mrs Licorish and I will be teaching you this year! We will be doing 4 units over 2 years. There is an exam, and there is also an examined piece of coursework.

The units we will be doing are:

Unit 1: The World of Travel and Tourism – EXAM
Unit 2: Global Destinations – EXAMINED COURSEWORK
Unit 3: Principals of Marketing in Travel and Tourism – COURSEWORK
Unit 9: Visitor Attractions – COURSEWORK

In September we will be starting on Unit 1: The World of Travel and Tourism. In preparation for this there are some tasks that I would like you to complete. These will be handed in on our return to school.

Task 1: Choose 2 destinations in the UK – they could be cities, seaside, countryside etc – somewhere tourists would choose to have a holiday in the UK.

Find out the following

1. 2 types of accommodation in each location

2. The top 5 tourist attractions in each location. Also find out what category they would fall into e.g. historic, natural, purpose-built.

3. How many tourists visited there in 2019. If you are able to find monthly statistics – how do the tourist numbers change throughout the year?

4. How do most tourists get there? e.g. car, plane, boat, train, Eurostar

5. What types of tourist does it appeal to? e.g. elderly, schools, families

Top Tips:
Use websites such as Trip Advisor to help you. The destination may also have its own tourist board website. If you type in "Visit" and then the name of the destination into a search engine it should direct you to their tourist website e.g. 'Visit Brighton'.

Remember at Level 3 we are looking for work that is in greater detail. One or two sentences for each question will not be sufficient.

Bibliographies are important at Level 3. Provide a list of websites that you have used to complete this task.

Task 2: The use of Technology in Travel and Tourism

The use of technology has grown in travel and tourism, and now many companies rely on it to stay competitive and to continue to bring in new customers. All areas within travel and tourism use technology of some kind.

You are going to research the use of technology in one visitor attraction in the UK: You can choose from:
- Colchester Zoo
- Cadbury World
- The Natural History Museum

Technology can include:
- Booking systems
- Apps
- E-tickets
- Websites
- Use of multi-media within the attraction e.g. interactive displays
- QR Codes

You need to create a presentation on the following:

- What technology the attraction uses
- Why they use it
- Why might customers need the technology
- What the advantages are of using it
- What the disadvantages are of using it
- How they might have used technology during lockdown

Top Tips:

Be careful how you search on Google! For example, if you type "What technology does Colchester zoo use" you probably won't come up with many useful answers. However, if you look around their website you will be able to find many examples.

Research is about looking around – not just hoping that Google will tell you the answer!

Bibliographies are important at Level 3. Provide a list of websites that you have used to complete this task.

Task 3: Create a mood board to demonstrate all of the places that you would like to travel to – they could be in the UK or overseas. Be ready to present your ideas to the rest of the class in September. You must know where in the world each of your destinations are.

Your mood board should show at least 5 destinations and the attractions within each destination that you would like to think. Remember you will be explaining your ideas to the rest of the group, so you may want to write some notes to go with your mood board so that you are prepared and you can remember the names of each attraction.

Bonus Points!

Travel and Tourism Bingo

Key	Movies	Books	TV Shows	YouTube Blogs
Dark Tourist (Netflix)	Jacks Gap	The Secret Life of Walter Mitty	VagaBrothers	Diary of a Tokyo Queen by Christine Mari Inzer	Lost LeBlanc
Into the Wild	The Girl from Everywhere by Heidi Heilig	The Kindness Diaries (Netflix)	The Best Exotic Marigold Hotel 1 and 2	Planet Earth	The Trip to Italy
Kara and Nate	Destinations of a Lifetime by National Geographic	Long Way Around	Gone with the Wynns	Notes from a Small Island by Bill Bryson	Conan Without Borders (Netflix)
Race Across the World (BBC iPlayer)	Under the Tuscan Sun	The Bucket List 1000 Adventures Big & Small by Kath Stathers	Wild	Street Food (Netflix)	Eat Pray Love
Peak by Roland Smith	Shirley Valentine	Fun for Louis	Lost in Translation	Mamma Mia	Wanderlove by Kirsten Hubbard

The rules: Try and cross off as many as you can. Write a short review after you have watched them and why they would help someone studying Travel and Tourism!