Y12 Travel & Tourism – Bridging Work

**Exam Board: Pearson Edexcel**

**Specification: BTEC Level 3 National Certificate in Travel & Tourism**

**Textbooks to purchase:   
Pearson BTEC National Travel & Tourism Student Book 1 (ISBN 1292187751) & Book 2 (ISBN 978-1292187754)**

**In Year 12 Travel & Tourism, you will be studying:**

**Unit 1 – The World of Travel & Tourism**

This unit covers the key components of the Travel and Tourism industry, using data to analyse key trends and their impact on one of the fastest growing industries in the UK.

* Types of travel and tourism.
* Travel and tourism organisations, their roles and the products and

services offered to customers.

* The importance and scale of the travel & tourism industry.
* Factors affecting the travel & tourism industry

**Assessment**

Written exam 1.5 hours (75 marks) and 25% of the course

The exam will take place in January and a resit is available in May/June of year 12.

**Unit 3: Principles of Marketing in Travel and Tourism**

Your coursework will investigate the use of marketing in travel and tourism organisations and how to meet customer expectations in order to inform a promotional campaign of your own design. In so doing, you will:

* Explore the role of marketing activities in influencing customer decisions and meeting customer needs in travel and tourism
* Examine the impact that marketing activities have on the success of different travel and tourism organisations
* Carry out market research in order to identify a new travel and tourism product or service
* D Produce a promotional campaign for a new travel and tourism product or service, to meet stated objectives.

**Assessment**

Internally assessed and externally verified assignment. This forms another 25% of the course.

**In Year 13 Travel & Tourism, you will be studying:**

**Unit 2 – Global Destinations**

This is an exam unit which you will start in Year 13. The exam will take place in January or Year 13 and a resit in May/June. You will investigate and analyse the features and appeal of global destinations considering travel planning, trends and factors that affect the popularity of global destinations. You are then given a three-hour session to complete a set task that will assess your ability to explain features of destinations and recommend suitability for customer needs. In addition, students will also assess travel plans and justify how customer needs are met evaluating the appeal of destinations. The areas that you need to consider before the exam are:

* Global awareness, location and features of destinations.
* Travel options and accessibility.
* Travel planning and meeting customer needs.
* Consumer trends and factors effecting popularity of destination.
* Political, environmental, climate and disasters effect on popularity.

**Assessment**

**Assessment 3.0 hours (60 marks)**

The exam Board will give a pre-released information prior to the assessment to carry out research.

**Unit 9 – Visitor Attractions**

You will analyse and investigate the nature and role of built and natural attractions, their commercial success and appeal, responses to visitor needs and importance of delivering a memorable visitor experience. Therefore, you will:

* Investigate the nature, role and appeal of attractions.
* Examine how diverse visitor needs are met.
* Explore how attractions respond to competition and measure success and appeal.

**Assessment**

Internally assessed and externally verified assignment. This forms another 25% of the course.

**The activities below have been carefully designed for you to develop your knowledge and understanding in all the units that you are going to study.**

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| ***Task 1:***  In preparation for Y12 you should start to watch a wide range of TV shows and the BBC news about Travel and Tourism. You will be looking at issues that affect them and how they operate and make money. Bring all work with you to the first lesson in school. Sectors to research include:   * Transport Airlines e.g. Virgin Atlantic * Train companies * Ferry companies * Accommodation Hotels * Bed and Breakfast * Caravan and campsites * Cruises * Visitor Attractions |
| ***Task 2:***  Research 2 famous attractions in the UK and then produce PowerPoint presentations that shows:   1. What they do to attract visitors 2. How do they meet the needs of their different customers? 3. How are they able to respond to competition? 4. Get screen shots and references for all of these |
| ***Task 3***  Write a report on what modern-day issues are affecting the travel and tourism industry.  Your report must include all the key sectors in the travel and tourism industry with reference to current data and information. Do not forget to include how the recovery from the Covid-19 lockdowns have affected the sectors in the industry. I cannot wait to read your report. All the very best! |

Essential Wider Reading and Checklist

**Independent learning (online resources and TV programmes to watch)**

* The Travel Show

<https://www.bbc.co.uk/programmes/n13xtmtp>

* The Cruise ITV

https://www.princess.com/the-cruise/

* Cruising Jane MacDonald

<https://www.channel5.com/show/cruising-with-jane-mcdonald/>

* A Very British Hotel

<https://www.channel4.com/programmes/a-very-british-hotel>

* Britain’s Busiest Airport

<https://www.itv.com/hub/heathrow-britains-busiest-airport/2a3168>

Other Programmes:

An Idiot Abroad (YouTube)

Location, Location, Location – Channel 4

Gordon, Gino and Fred: Road Trip (ITV)

Travel Man, 48 hours In… (Channel 4)

A Place in the Sun (Channel 4)

A New Life in the Sun (Channel 4)

Race Across the World - BBC

**PODCASTS**

* Costing the Earth (BBC Radio 4)
* Zero to Travel by Jason Moore (Podcast App)
* The Travel Diaries by Holly Rubenstein (Podcast App)
* Amateur Travel.Com by Chris Christensen (Podcast App)

Essential Wider Reading and Checklist

**Books**

* Becker, E (2016) Overbooked: The Exploding Business of Travel and Tourism, London: Simon & Schuster
* Dale, G (2019) BTEC Nationals Travel & Tourism Student Book, London: Pearson • Gallagher, L (2018)
* The Airbnb Story: How to Disrupt an Industry, Make Billions of Dollars … and Plenty of Enemies, London: Virgin

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| **Transition to BTEC Business checklist - will you be ready in September?** | |
| **Item / task** | **Completed?** |
| Complete summer transition tasks 1-3 |  |
| Buy textbooks / subject specific books for term 1 |  |
| Buy folders / dividers for each subject |  |