



SAFFRON WALDEN
COUNTY HIGH SCHOOL

SWCHS SIXTH FORM SUMMER WORK

Level 3 National Extended Certificate Travel and Tourism

TASK

Travel and Tourism

If you have any queries regarding this work, please email cmiller@swchs.net

Tasks

Please visit and familiarise yourself with all website links provided here (below).

Watch at least one of the documentaries listed below and make a record of key points from it, ready to share in September, especially points raised that you found most interesting.

Complete all eight scenario questions (in either typed or written format).

Desirable: read one of the recommended books (perhaps loan one for free from the local library) and enjoy the read!

How will this work be used in lessons?

It will help foster an interest and enthusiasm for the subject; develop your research skills and encourage your ability to think critically about topics.

How long will this task take? 2-4 hours

Saffron Walden County High School

Enrichment Work for Travel & Tourism



We are really pleased that you are planning to study Travel & Tourism at SWCHS.

The study of Travel & Tourism will allow you to develop knowledge and understanding of Worldwide Tourism as well as the associated skills. You will explore how the industry must adapt to external pressure and the ever-changing needs of customers. Never before has this been more important than now with the current pandemic!

Britain will have a tourism industry worth over £257 billion by 2025 – just under 10% of UK GDP and supporting almost 3.8 million jobs, which is around 11% of the total UK number. (visitbritain.org)

BTEC nationals have been a recognised vocational qualification for over thirty years respected and accepted by industry and universities.

Pearson Education Limited 2018 state that “YouGov research, show that 62 percent of the large companies have recruited employees with BTEC qualifications.” They cite that 100 000 BTEC students apply and are accepted by universities for relevant degree programmes.

The BTEC L3 National Extended Certificate in Travel and Tourism is equivalent in size to one A Level.

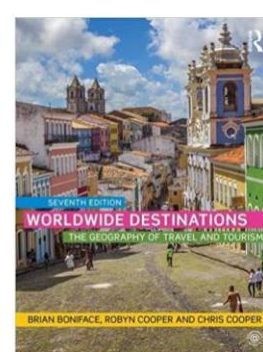
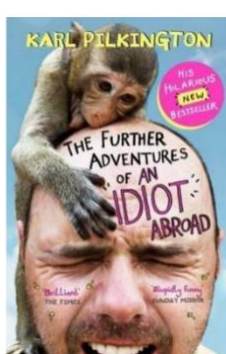
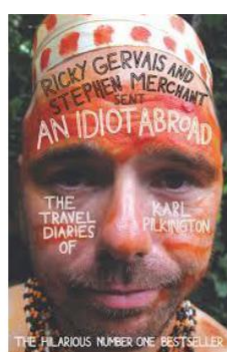
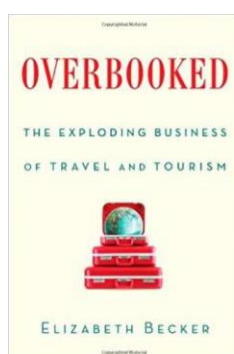
How can I prepare for this course before September?

Below are some links to websites, books and documentaries which provide a great way of staying inspired and engaging with the subject. Aim to spend 2-3 hours on this part of the summer holiday homework.

Documentaries

- **Crowded Out:** <https://www.responsibletravel.com/copy/overtourism-documentary>
- **Thailand The Fallout From Mass Tourism:** <https://www.youtube.com/watch?v=78xdMXOx7Rw>
- **Is Tourism Harming Venice?:** <https://www.youtube.com/watch?v=aHNWZ018ln8>
- **What Makes Lisbon So Attractive?:** <https://www.youtube.com/watch?v=8-3wOKXzWM>
- **The Impact of Terrorism on Tourism:** <https://www.youtube.com/watch?v=fyYo6quHZss>
- **Welcome to Bangkok:** <https://www.youtube.com/watch?v=xC4h7SA6sBc>
- **Best Hotels in the World (BBC)**

Books



Websites

- **UNWTO:** <https://www.unwto.org/tourism-covid-19> - A useful source about tourism/covid
- **Visit Britain:** <https://www.visitbritain.com/gb/en> (aimed at tourists) and www.visitbritain.org (aimed at tourism organisations)
- **Tourism Alliance:** <https://www.tourismalliance.com/index.cfm>
- **Tourism Worldwide:** <https://www.statista.com/topics/962/global-tourism/>
- **Our World in Data:** <https://ourworldindata.org/tourism>
- **Travel Weekly:** travelweekly.co.uk

Keep a record of any activities you have done and notes you have taken and bring them to show us in September!

Scenario Questions:

To develop skills for the course, please answer the following on your own lined paper. One Paragraph per question, research may be required.

1. EasyJet is a low-cost airline, flights to Europe can be as little as £29 per person, compared with the flag carrier British Airways, where a flight to Paris is £233.00. Consider how the changing price of fuel could impact on the business and customer.
2. Find three definitions of tourism and decide which one you think is best and say why.
3. During a recession, when many people may be out of work and have less spending money for luxuries, consider, with examples, how tourism organisations may have to adapt.
4. In society the older generation are still relatively active. The “grey” pound is worth a lot to the tourism industry. Find a tourism organisation (e.g. hotel, attraction, travel agent) that has specific products for this target market and discuss the benefit to the business.
5. Technology is changing the way in which we work and spend our leisure time. Discuss how airports use technology for efficiency and security. Give examples. Perhaps visit the airport websites / google search / you tube for ideas.
6. Eco-tourism is a growing market. What does it mean? Investigate how Centre Parc or a business of your choice have a sustainability policy. Using your own words, what does their policy say?
7. Covid- 19 has had a major impact on all lives. Define the difference between an epidemic and pandemic and then consider how this has impacted on: -
 - A charitable organisation such as Twycross Zoo or National Trust.
 - A private business like Alton Towers or a named restaurant.
 - A public managed organisation like Natural History Museum in London

8.Data Analysis

Find some interesting graphs or data relating to travel & tourism and show that you can interpret the data. Visitbritain.org is an excellent website for the national analysis and promotion of travel and tourism, but you can use any source. Record what you find and what you interpret from it.

WWW.VISITBRITAIN.ORG