



SAFFRON WALDEN
COUNTY HIGH SCHOOL

SWCHS SIXTH FORM SUMMER WORK

Level 3 Tourism Diploma

TASK

Facebook page for your favourite tourist destination

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

Task

Summer holiday task: Imagine you are the tourist board and you are in charge of making a Facebook page for your favourite destination. Think about how you want your place to be portrayed. How can you create a 'sense' of place for potential tourists?

How will this work be used in lessons?

Links with the 'sense' of place including some basic promotion/marketing which will be integral to Unit 1 and Unit 2.

How long will this task take?

1 Hour

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 UK and Worldwide Tourism as well as the associated skills. You will explore how the industry must adapt to external pressures and the ever-changing needs of customers. Never before has this been more important than now with the current pandemic!

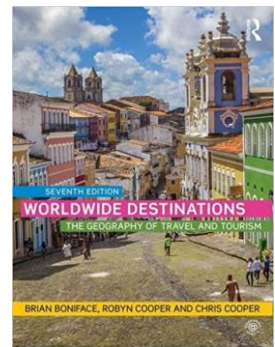
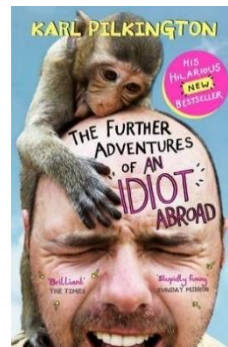
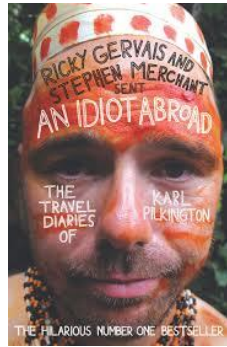
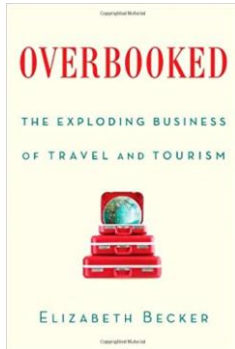
How can I prepare for this course before September?

Below are some links to websites, books and documentaries which provide a great way of staying inspired and engaging with the subject.

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>

Books



Websites

- **UNWTO:** <https://www.unwto.org/tourism-covid-19> - A useful source about tourism and COVID-19.
- **Visit Britain:** <https://www.visitbritain.com/gb/en>
- **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>

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