

Faculty of Business and Tourism
Year 12 BTEC Travel and Tourism

KS5 Transition pack v2

Name: - _____



St George's
Academy

Introduction

BTEC National Extended Certificate in Travel and Tourism is a 2-year course. It is offered in a Single one A level equivalent with a weighting of 360, the course of study includes core units and optional units, comprising external examination, control assignment and Internal coursework modules. **Each unit module must be passed to pass the course.**

Unit Number & Weighting	Title	Type
1 90	The World of Travel and Tourism	External (Mandatory)
2 120	Global Destinations	External (Mandatory)
3 90	Principals of Marketing in Travel and Tourism	Internal
9 60	Visitor Attractions	Internal

Background

This is an “applied” course combining theory and its practical application. You will need to research and use the theory you acquire, applying it to the real world.

In written work you must be able to write in context applying your theoretical knowledge with examples you have focused on in your private study.

Transition Pack Challenge

Your challenge as you join the course, is to create a written revision guide for the follow subjects to A level standard including theory, definitions and real life examples to illustrate your learning, -

A1 Types of tourism

- Tourism:
 - domestic
 - inbound
 - outbound

A2 Types of travel

- Leisure travel:
 - short breaks – city breaks, countryside breaks, stag and hen
 - holidays – package, independent, cruises
 - special events – major sporting occasions, seasonal events.
- Corporate travel – associated with work or job but it will take place away from the usual place of work. It may or may not involve an overnight stay.
 - Meetings, conferences, exhibitions.
 - Training – self or others.
 - Short-term work contracts – elsewhere in the UK or overseas.
 - Incentive travel – defined as a trip offered as reward for good performance in your job.

- Specialist travel – this is usually linked with the purpose of travel – a hobby, sport, interest, or to meet specific needs of the type of customer:
 - adventure
 - health
 - education
 - heritage, culture
 - gap year
 - conservation, sustainable tourism, responsible travel
 - special interests/hobbies/sports
 - weddings/honeymoons.

- Visiting Friends and Relatives (VFR)

- Day trips

A3 Types of travel and tourism customer

- Individuals and couples, families with a range of ages and structures.
- Groups, educational, senior citizens, special interest.
- Corporate travellers.
- Customers with specific requirements – different languages or cultures, specific needs – visual, hearing or mobility.

B1 Ownership and operating aims- Explain each sector:-

- Private
- Public
- Voluntary sector

B2 The key sectors of the travel and tourism industry – components of their role, and the products and services they offer to different types of customer

Each key sector will comprise a range of organisations, from small, local companies to large, multinational businesses, and examples of organisations for each sector will need to be provided. Products and services may be tangible or intangible.

- Transport principals:
components:
 - air
 - sea
 - road
 - rail

- Visitor attractions:
components:
 - natural areas
 - natural features
 - purpose built or man-made
 - historical or heritage
 - sports
 - special events

- Accommodation:
Components- include as many examples as possible
 - catered accommodation

 - self-catered or non-catered accommodation

- products and services:
 - catered

- self-catered
- Trade associations, government departments and regulatory bodies: components: Explanation and role:-
 - ABTA, The Travel Association
 - Association of National Tourist Office Representatives (ANTOR)
 - Association of Independent Tour Operators (AITO)
 - Civil Aviation Authority (CAA) which issues the Air Travel Organisers Licence (ATOL)
 - International Air Transport Association (IATA)
 - Department for Culture Media and Sport (DCMS)
 - Foreign and Commonwealth Office (FCO)
- Information and promotional service providers, components: Explanation and role:-
 - United Nations World Tourism Organisation (UNWTO)
 - VisitBritain, VisitEngland, Tourism NI (Northern Ireland), VisitScotland, VisitWales
 - destination management organisations (DMO)
 - regional
 - local tourist information centre
- Employment in travel and tourism
 - Direct employment in travel and tourism:
 - Indirect employment in organisations that support travel and tourism to be given.
- Environmental and climatic:- Explain how effect tourism:-
 - climate change
 - the importance of sustainability
 - extreme weather events – floods, landslides, hurricanes, cyclones
 - natural disasters – volcanic eruptions, earthquakes, tsunami.

You will use your notes to hand in for assessment and you will use them to revise from for a test in the first week of the course to assess your suitability for the programme.

At the beginning of the first term next year

You will need to have your notes printed off and ready to hand in at the start of the academic year and you will need to use it to start your revision notes.

You will need two copies of your notes.

1. One copy to hand in and one to start your revision folder off with. (Hand in your work, printed out for assessment.
2. Use the other revision folder copy to file and revise from for your test in the first lessons.

We recommend you keep your work stored safely either on your computer or smart stick, so that your notes can be easily updated if needed and you can keep adding to them.

Following a successful assessment of your notes and a satisfactory test performance, you will embark on the first year of the course. You will add to your revision notes, putting in more theory, adding examples of the theory applied and document how it has been applied

in practise.