

# Course Start

Course Start is independent learning you need to complete as a fundamental part of your introduction to the course. It should take you approximately 5 hours to complete.

Course Name	<b>Travel and Tourism</b>
How this <b>Course Start</b> fits into the first term of the course	Our first unit looks at types of tourist and sectors of the UK tourism industry. These tasks will help you to learn about some of these.
How will my <b>Course Start</b> learning be used in lessons?	In the first 2-3 weeks, we shall be referring to these and will continue to do so throughout the course. It will form the basis of the first half term's learning.
<b>Course Start</b> learning objectives	<ul style="list-style-type: none"> <li>• To DESCRIBE ways in which types of tourists can be classified.</li> <li>• To DESCRIBE sectors of the UK tourism industry.</li> </ul>
Study Skills	<ul style="list-style-type: none"> <li>• <b>Research skills</b> - using suggested sources as well as your own to identify key information related to the different topics. (Often through the use of IT).</li> <li>• <b>Communication skills</b> - putting your ideas and findings into effective writing (in preparation for both your coursework and exam).</li> </ul>

## Expectations for: Travel and Tourism

Our specification is: [Pearson BTEC Level 3 National Extended Certificate in Travel and Tourism](#)

<b>What this course involves</b>
Equivalent in size to one A Level. 4 units of which 3 are mandatory and 2 are external. Mandatory content (83%). External assessment (58%). A mixture of coursework and exams.
Writing tasks involving a range of practice exam questions (e.g. short answers of one paragraph up to longer pieces of work describing/analysing at least three examples related to the topic chosen).
Completing Planned Study (independent learning) of 2 hours per week in preparation for the exam to enhance the content taught in class.

Developing independent learning skills (e.g. time management, preparing for each week's lessons and coursework notes, completing learning tasks outside lessons).

Engaging in discussions and presentations based on the topics studied, often sharing research findings to other fellow students in a collaborative study exercise.

Participating in organised vocational trips across the two-year course (there will be a small charge for some of these). There are also other optional international trips available which can be booked and paid for at the start of the academic year.

## Travel and Tourism Level 3 Course Start

### Introduction

Tourism is very important for the UK economy. Despite the setbacks from the coronavirus, tourists have returned to destinations and it is essential to keep bringing them back to increase job opportunities in different areas of the UK.



Brighton welcomes over 9.5m day visitors each year accounting for just over 85% of all visitors to the city. Brighton receives almost twice as many day visitors than Bournemouth, Cambridge or Southend.

### Purpose

Using your knowledge of Brighton and any resources that you wish, the following set of tasks will start you thinking about what attracts tourists to a destination.


### Time spent

About 4.5 hours

You can complete this task in any format that you can share with us electronically, eg. Google Docs, Google Slides, Word, or you can hand write your answers.

You will need to share this document with your teacher in your first lesson in September.

<h2>Location</h2> <p>The location of a destination can be described by:</p> <ul style="list-style-type: none"> <li>• Identifying how far it is from other towns and cities and areas</li> <li>• Saying whether it is on the coast, near the coast, on a major river or near a major landmark</li> <li>• Using the points of the compass</li> <li>• Saying how far it is from a motorway, main road or railway station</li> </ul> <p>The location of a destination can also be described by saying how long it takes to get there from a major city or airport by different forms of transport.</p> <p>e.g. You could describe the Isle of Wight's location as - <i>It lies off the south coast of England and is reached by ferry from Portsmouth. It is to the south of Southampton.</i></p>	<p>Describe the location of the following tourist destinations</p> <ol style="list-style-type: none"> <li><b>1. Brighton</b></li> <li><b>2. Alton Towers</b></li> <li><b>3. Snowdonia National Park</b></li> <li><b>4. Edinburgh</b></li> </ol>
<h2>Accessibility</h2> <p>The accessibility of a tourism destination refers to how easy it is to reach.</p> <ul style="list-style-type: none"> <li>• Are there any major airports nearby?</li> <li>• Are there motorways or major roads leading to it or nearby?</li> <li>• Are there train services connecting it to the rest of the country?</li> </ul>	<p><b>How can tourists get to Brighton?</b></p>
<h2>Attractions</h2> <p>Attractions can be</p> <ul style="list-style-type: none"> <li>• Natural e.g. lakes, rivers, hills, waterfalls, caves, coastal features</li> <li>• Built e.g. theme parks, aquariums, castles, palaces, churches, museums</li> <li>• Events e.g. festivals, carnivals, parades</li> </ul>	<p><b>List twenty tourist attractions in or near to Brighton trying to find some from each category</b></p>

<p><b>Accommodation</b></p> <p>Tourism destinations must have a range of accommodation available to meet the needs of different types of tourists. The main types of accommodation include:</p> <ul style="list-style-type: none"> <li>• Hotels</li> <li>• Guesthouses and B&amp;Bs</li> <li>• Hostels</li> <li>• Campsites and caravans</li> <li>• Private rentals eg through Airbnb</li> </ul>	<p><b>Find and briefly describe an example of each, in or near to Brighton</b></p>
<p><b>Other features that attract tourists</b></p> <p>These could include</p> <ul style="list-style-type: none"> <li>• Sport</li> <li>• Shopping</li> <li>• Entertainment</li> <li>• Restaurants</li> <li>• Guided tours</li> <li>• Availability of tourist information</li> </ul>	<p><b>What types of other features does Brighton have that makes it different from other coastal resorts?</b></p>
<p><b>Using all of the above information, design a mini-brochure with images. (max. 2 sides of A4) that would attract <u>a family with children under 11 years old</u> to visit Brighton for the weekend. Pick out the things that are relevant to them.</b></p> <p>You can produce an actual brochure or plan out what you would include on sheets of paper.</p>	

## Extension Task

If you still have time, explain why Brighton appeals to a range of tourists and why some people may choose not to visit it.

### Types of Tourists

- Sports
- Cultural
- Business
- Leisure
- Special interest (eg hobbies like painting/food etc)

## Resources

[Google Maps](#)

[South East Tourist Board](#)

[Brighton Tourist Board](#)

[City Breaks with Kids](#)

[Hotels](#)

[Hostels](#)

[Airbnb](#)

[Walking Tours in Brighton](#)