



Course Start

Welcome to Travel & Tourism at Varndean!

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	Travel and Tourism
How does this Course Start fit 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 prepare some of this content and begin thinking about key parts of the travel industry.
How will my Course Start learning be used in lessons?	In the first 2-3 weeks, we will be referring to these, and they will help you prepare for some of the early content. This first unit is especially important as it lays the foundation for the rest of the course!
Course Start learning objectives	• Describe key types of tourism and research examples of activities which fit each • Research key principles of a destination • Synthesise research to create a promotional document, considering appeal to a specific customer type
Study Skills	• Research skills - using suggested sources as well as your own to identify key information related to the different topics. (Often through the use of IT). • Communication skills - putting your ideas and findings into effective writing (in preparation for both your coursework and exam).

Expectations for: Travel and Tourism

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

What this course involves
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 5 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, completing learning tasks outside lessons, including independent study, revision and coursework).
Engaging in discussions and presentations based on the topics studied, often sharing research findings to other fellow students or working collaboratively in a group.
Participating in organised vocational trips and activities across the two-year course (there will be a small charge for some of these). There are also other optional international trips available.

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 9.5 million day visitors each year! This is almost twice as many day visitors as Bournemouth, Cambridge or Southend.

Overview

Using your knowledge of Brighton and any resources you wish, complete the following set of tasks.

These will start you thinking about key parts of the travel industry, in a UK destination, like Brighton.

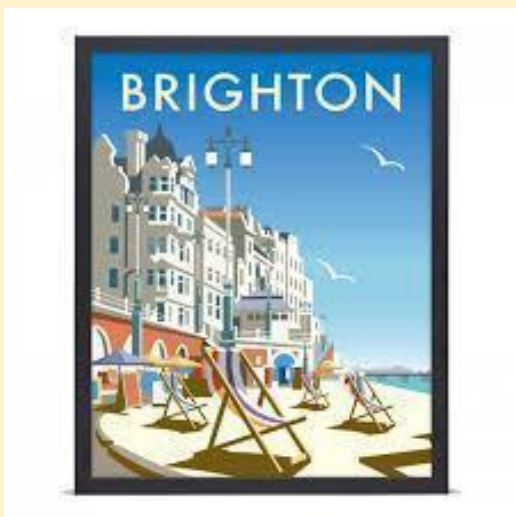
Time spent - About 4.5 hours

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.

Please bring the document printed or be prepared to share it with your tutor during the first lesson in September.

A bit of learning to help you!	Task - complete this!
Three key definitions: Domestic tourism: Residents taking a holiday inside their own country. Inbound tourism: International tourists coming from another country into the UK. Outbound tourism: UK tourists travelling from the UK to an international destination.	Task 1: Consider these three definitions - these will be key to our first few lessons! Look at the following three scenarios, identify which type of tourism is occurring in each. <i>Pierre travels from Paris to Brighton to watch a conference at the Brighton Centre for his job.</i> <i>Sarah and her family drive from London to stay near Brighton Pier for a summer holiday.</i> <i>Anas flies from Dubai to Gatwick to stay with his cousins who live in Hanover, Brighton.</i> Finally, consider: Do you think Brighton is most appealing for domestic or inbound tourism, and why? Explain. (Target: 150 words)
Transport The quality of transportation within, to and from a destination determines how accessible (easy to get to) it is. Good accessibility can make a destination much more appealing! Some key factors to consider: • Are there any major airports nearby? • Are there motorways or major roads leading to it or nearby? • Are there train services connecting it to the rest of the country? • What are the local transport services? Buses, trains, trams...	Task 2: How can tourists get to Brighton? 1) Use Google Maps (or similar) to plan 2 routes, using different transportation, to get from Paris, France to Brighton, UK. Write a list of instructions to help a tourist effectively use each route. 2) Then, do some research. Identify: • The nearest major airport • 3 methods of transport used to move around within Brighton • 3 examples of local major motorways/roads • 3 train companies that runs services to and from Brighton station

Attractions Attractions can be • Natural e.g. lakes, rivers, hills, waterfalls, caves, coastal features • Built e.g. theme parks, aquariums, castles, palaces, churches, museums • Events e.g. festivals, carnivals, parades Challenge: An additional category of attraction is cultural & heritage attractions. These are attractions that have cultural or historic significance for the destination they are within. This can add an additional layer of appeal!	Task 3: Tourist Attractions List twenty tourist attractions in or near to Brighton and identify which category they fall into. Try to find a mixture of each! Challenge task: Identify any examples within your list that count as cultural and heritage attractions.
Types of Tourism • Sports tourism • Cultural & heritage tourism • Nature tourism • Adventure tourism • Health & wellness tourism • Gastronomic tourism	Task 4: Research and describe each of these types of tourism. Then, find a suitable activity in Brighton for each. <i>Hint: You could use some ideas from your list!</i>
Accommodation Tourism destinations must have a range of accommodation available to meet the needs of different types of tourists. The main types of accommodation include: • Hotels • Guesthouses and B&Bs • Hostels • Campsites and caravans • Private rentals eg through Airbnb	Task 5: Find and briefly describe an example of each type of accommodation, in or near to Brighton, including a description of the facilities. Booking.com is a great source for finding a range of accommodation types! You may also consider using: • Google • yha.org.uk (hostels) • AirBnb



Task 6: Design a mini-brochure to advertise Brighton. This should appeal to a teenager, to encourage them to visit Brighton for the weekend.

Design your brochure, either digitally or by hand.

It should include parts of your research, including recommendations for the activities, transport information, and attractions which would appeal to a teenager coming to visit Brighton.

Utilise pictures and visuals to support you - this is a creative task!

Extension Task

If you still have time, write a short article, using your research, explaining why Brighton appeals to a range of tourists and why some people may choose not to visit it. Try to identify some specific motivations of tourists, from the list.

Some reasons tourists might travel:

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

Resources

[Google Maps](#)

[South East Tourist Board](#)

[Brighton Tourist Board](#)

[Hotels](#)

[Hostels](#)

[Airbnb](#)

[Walking Tours in Brighton](#)