

BTEC National Travel & Tourism

Level 3 2019 specifications

Unit 1

The World of Travel and Tourism

Ray Youell

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2019 specifications

Unit 1: The World of Travel and Tourism

Ray Youell



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BTEC National Travel and Tourism

Unit 1: The World of Travel and Tourism

Introduction

Exactly matched to the 2019 Pearson BTEC National Level 3 Travel and Tourism specifications, this book provides comprehensive coverage of Unit 1: The World of Travel and Tourism.

It can be used to support delivery of the following qualifications:

Pearson BTEC Level 3 National Certificate in Travel and Tourism (603/1224/5)
Pearson BTEC Level 3 National Extended Certificate in Travel and Tourism (601/9023/1)
Pearson BTEC Level 3 National Foundation Diploma in Travel and Tourism (601/9024/3)
Pearson BTEC Level 3 National Diploma in Travel and Tourism (603/4695/4)
Pearson BTEC Level 3 National Extended Diploma in Travel and Tourism (603/4696/6)

There is a Teacher's Pack to accompany this unit – full details can be found at www.tandtpublishing.co.uk.

This resource should be used in conjunction with other materials available on the Pearson Qualifications' website, including the current specification, teachers' guide and sample assessment materials.

I hope you find this book a useful companion for your BTEC Travel & Tourism course and wish you well in your studies.

*Ray Youell
Aberystwyth
October 2021*

How to use this book

This book includes the following features:

1. **Unit overview and introduction** – giving details of the content for the unit
2. **Assessment for the unit** – details of how you will be assessed
3. **Clearly-labelled sections** – exactly covering the specification content for the unit
4. **Activities** – based on the assessment outcomes to help you learn more
5. **Weblinks** – internet links to organisations and topics covered in the unit
6. **Case studies** – examples of organisations and topics included in the unit, with questions and activities to expand your knowledge

Although this book is provided primarily for tutors and students studying the 2019 Pearson BTEC National Level 3 Travel and Tourism qualifications, it will be of use on similar Level 3 courses, such as NCFE, WJEC/Eduqas and City & Guilds.

This resource should be used in conjunction with other materials available on the Pearson Qualifications' website, including the current specification, teachers' guide and sample assessment materials.

Access to more Travel and Tourism resources

Staff and students are welcome to visit our website www.tandtpublishing.co.uk and register for access to our expanding database of travel and tourism resources. You will find a wide range of free and subscription resources, including the latest industry news, videos and video clips, links to relevant websites, blank maps, tourism statistics, student activities, etc. Simply visit the website and click on 'Free Resources' on the top bar to learn more.

About the author

Ray Youell has more than 30 years' experience of the travel and tourism industry, and academic work. He has been writing best-selling textbooks and resource materials for more than 25 years and is regularly consulted by government departments and awarding bodies on issues concerning travel and tourism teaching and learning. Professionally, Ray is a member of the Tourism Society and the Society of Authors.

Assessment outcomes

AO1

Demonstrate knowledge and understanding of the travel and tourism industry, types of tourism and organisations involved

Command words: *describe, give, identify, outline*

Marks: ranges from 2 to 4 marks

AO2

Apply knowledge and understanding of the travel and tourism industry and factors affecting the industry to real-life travel and tourism scenarios

Command words: *analyse, assess, calculate, describe, discuss, evaluate, explain*

Marks: ranges from 4 to 12 marks

AO3 Analyse information and data from the travel and tourism industry, identifying trends and the potential impact of different factors on the industry and its customers

Command words: *analyse, assess, discuss, evaluate*

Marks: ranges from 6 to 12 marks

AO4 Evaluate how information and data can be used by the travel and tourism industry to make decisions that affect organisations and customers

Command words: *analyse, assess, discuss, evaluate*

Marks: ranges from 6 to 12 marks

AO5 Make connections between the factors that influence the travel and tourism industry and how the industry responds to minimise the potential impact on organisations and customers

Command words: *analyse, assess, discuss, evaluate*

Marks: ranges from 6 to 12 marks

Unit overview

This unit provides the foundation for you to study other topics in travel and tourism. You will explore the key components of the industry – such as transport, accommodation, travel agents, tour operators and visitor attractions – as well as investigating the scale of the industry, using data to analyse key trends and their impact.

Introduction to the Unit

Travel and tourism in the UK is a growing industry of major importance to the British economy, forecast to be worth more than £250 billion by 2025 and supporting over 3 million jobs in sectors such as hotels, airports, attractions and transport. It is a very dynamic industry that offers a wide range of job opportunities for people with the right skills, knowledge and attitude.

In this unit you will develop the skills needed to examine, interpret and analyse a variety of statistics that measure the importance of tourism to the UK. There are many influences on the industry and these are changing all the time – some are within the control of travel and tourism organisations, while others are beyond their control. You will need to know how organisations react to changes and trends to determine how they operate now and in the future.

You will investigate the scope of the industry, its terminology and its key components. Travel and tourism is a business with the customer at the forefront. Different types of organisation have different roles and offer a range of products and services to many different types of customer. You will need to understand how travel and tourism organisations work together to benefit both themselves and their customers, and you should be able to name examples of the key organisations in all sectors.

This unit will enable you to develop a career in the travel and tourism industry or progress to higher education courses.

What you will study in this Unit

- A. Types of travel and tourism
- B. The types of travel and tourism organisations, their roles and the products and services they offer to customers
- C. The scale of the travel and tourism industry
- D. Factors affecting the travel and tourism industry

Assessment for this Unit

- This unit is assessed by a written examination set and marked by Pearson
- The examination will be 1.5 hours in length
- The number of marks for the examination is 75
- The assessment availability is January and May/June each year
- Sample assessment materials are available on the Pearson Qualifications' website

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

The travel and tourism industry consists of many different sectors which work together to supply a variety of products and services to customers. Each sector is made up of a range of organisations – from small, local companies to large, multinational businesses. Travel and tourism is all about ‘experiences’, so most products supplied by travel and tourism organisations are ‘intangible’, i.e. you can’t actually touch them in the same way that you can with a new phone or cooker, for instance. Examples include package holidays, short breaks and flights. Some travel and tourism organisations do offer ‘tangible’ products, for example luggage, restaurant meals and drinks.

Figure 1.1 gives an overview of the key sectors of the travel and tourism industry.

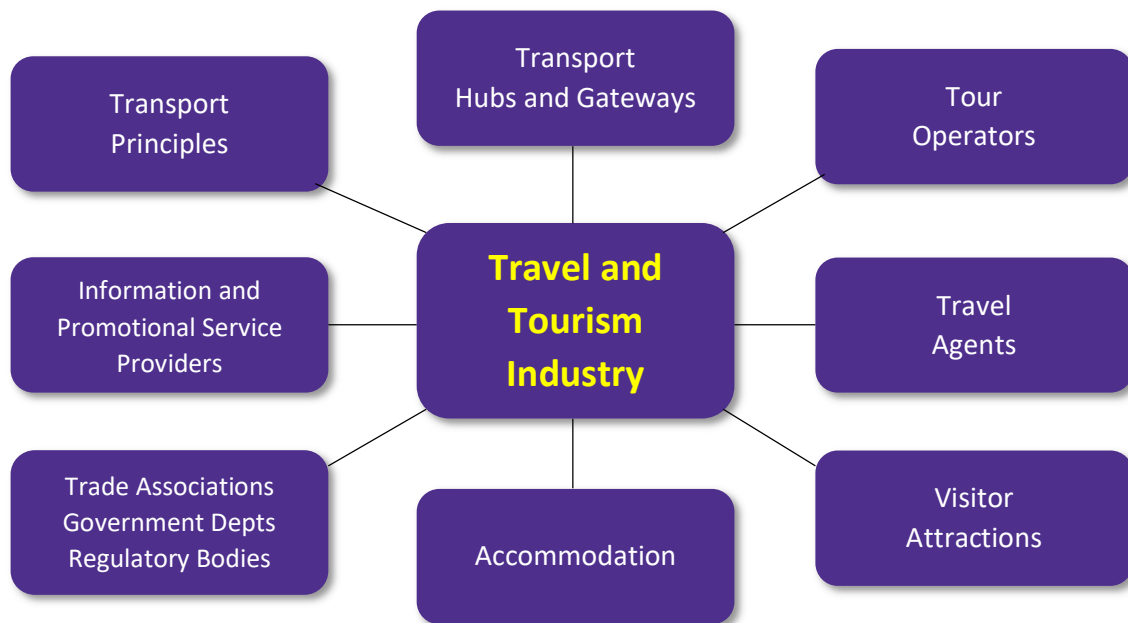


Figure 1.1 Key sectors of the travel and tourism industry

The following sections of this unit explore in detail the eight sectors of the travel and tourism industry shown in Figure 1.1, starting with transport principals. You will learn about the role of each sector, its components and the products/services offered to customers. You will also discover examples of particular organisations in each sector.



Activity 1.4

Working in a small team, carry out some research into which sectors of the travel and tourism industry are found in your local area, using the diagram in Figure 1.1 as your starting point. Describe the roles of the organisations represented and the products/services they offer to different types of customers.

This activity will give practice in completing Assessment Outcome AO1

Transport principals

'Principals' in the travel and tourism industry are companies and individuals who contract with a customer to provide a facility or service. Transport sector principals include airlines, ferry and cruise companies, bus and coach operators, and rail companies. These principals are often grouped as follows:

- **Air** – scheduled airlines, charter airlines, budget/low-cost/no-frills airlines.
- **Sea** – ferry operators, cruise companies.
- **Road** – bus and coach companies, car hire, private car, taxi operators.
- **Rail** – local, national and international operators, high-speed services.

First and foremost, the **role** of transport principals is to provide transport services between destinations, while ensuring the safety and security of passengers and staff. The **products and services** provided by transport principals vary by type of transport, but may include carrying passengers and their luggage, on-board catering, entertainment, information and shopping.

The following sections of this unit examine in detail the four main types of transport principals, starting with air transport.

Air transport

The rapid growth in international tourism over the last 50+ years has been closely linked to the growth in air travel. Advances in aircraft technology have meant that planes can now carry more passengers and fly greater distances using less fuel. Deregulation of air travel has increased competition between airlines and helped to keep fares low on an expanding network of routes.

Airlines operate in the private sector with the key aim of making a profit for owners and shareholders. Depending on the airline, it may operate short-haul, medium-haul or long-haul flights, which are defined by the UK Civil Aviation Authority (CAA) as follows:

- Short-haul – less than 1500km
- Medium-haul – between 1500km and 3500km
- Long-haul – more than 3500km

Some airlines offer passengers a variety of services and facilities on their flights, depending on the price paid for the ticket. With British Airways (BA), for example, passengers can choose from the following classes:

- Economy – named *Euro Traveller* for flights in the UK and Europe, and *World Traveller* on long-haul flights, these are the cheapest tickets.
- Premium economy – called *World Traveller Plus*, travelling in premium economy is a little more expensive, but guarantees a wider seat, more legroom and priority boarding in a separate part of the plane.
- Business – named *Club Europe* and *Club World*, business class travel at BA includes airport lounge access, dedicated check-in facilities and fully-flat beds on long-haul flights.
- First – this is the most expensive class on BA flights and offers passengers dedicated service staff, fine dining, exclusive lounges and a private suite on the plane.



Case Study – Hays Travel

Hays Travel is the UK's biggest independent travel agent with 713 branches at the time of writing. Founded in 1980 in the north-east of England, the company expanded quickly from humble beginnings. It opened its first call centre in 1990 and, in 2013, Hays completed the acquisition of Bath Travel, the south of England's largest independent travel agency network. Bath Travel had over 60 branches and 330 employees who joined the Hays Travel group. In 2014, *Just Go*, an independent agent based in Merseyside, Cheshire, and North Wales, joined the group and started to operate as a Hays franchise. In 2019 Hays Travel acquired the Thomas Cook retail travel agency chain, providing re-employment opportunities to former staff who were made redundant following the collapse of the travel company.

Case study questions and activities

1. Who founded Hays Travel?
2. What are the advantages to Hays Travel of being run as an independent travel agent?
3. What internal and external data does Hays Travel use to run the business efficiently?
4. Hays Travel is a member of ABTA and is ATOL protected. How does this benefit the company and its customers?

This case study will give practice in completing Assessment Outcomes AO1 and AO4

Some online travel companies, such as Expedia, eBookers, Travel Republic and lastminute.com, have no bricks-and-mortar retail travel shops at all, but still offer a full range of holidays and travel products via their online channels. These companies have elaborate websites that allow customers to put together their own holidays – this is known as 'dynamic packaging', which is now a serious threat to the traditional 'off-the-shelf' package holidays offered by the major tour operators (see page 31).

@ Weblinks

Expedia www.expedia.co.uk
eBookers www.ebookers.com

Lastminute www.lastminute.com
Travel Republic www.travelrepublic.co.uk

Call centres

Call centres (sometimes known as contact centres) are common in all walks of life, from insurance companies and banks to telephone companies and car breakdown services. They make financial sense for the companies concerned, since all their operations and staff can be centred in one location, thereby reducing overhead costs. Call centres can also offer a better service to the public by offering more consistent levels of customer service. In travel and tourism, call centres are used by tour operators, travel agency companies, tourist boards, airlines, car hire companies, hotel groups, etc.

Business travel agents

Business (or corporate) travel agents specialise in travel arrangements for people travelling on business, including designing itineraries, booking flights and accommodation. They have to meet the very particular needs of business travellers, who often have to travel at short notice and may use premium services on airlines and in hotels. Some business travel agents focus on organising events, such as conferences and incentive travel – this is when an employee is rewarded with a free holiday or short break in return for meeting their company's sales targets or completing an important project on time and on budget.

Visitor attractions

The tourist boards estimate that there are approximately 6,500 visitor attractions in the UK. Attractions are a vital part of the UK tourism industry, since they are often the single most important reason why tourists visit an area. People have different ideas about exactly what we mean by an 'attraction' – a person living in the West Midlands may think of Drayton Manor Park or Warwick Castle as visitor attractions. People from the south of England might mention Thorpe Park, The London Eye or the Eden Project in Cornwall. Those living in Wales may include St Fagans, Snowdonia or Oakwood Theme Park on their list of attractions, while residents of Scotland might well mention Aviemore, Edinburgh Castle or the Burrell Collection in Glasgow. The people of Northern Ireland would surely put the Giant's Causeway, Mourne Mountains or the Waterfront Hall in Belfast towards the top of their list of visitor attractions.

Figures 1.8 and 1.9 give the number of visitors to Britain's most popular free and paid tourist attractions in 2020.

Rank	Name of Attraction	Category	2019 Visitors	2020 Visitors
1	Tate Modern	Museum and/ or Art Gallery	6,098,340	1,431,704
2	Natural History Museum	Museum and/ or Art Gallery	5,423,932	1,296,763
3	British Museum	Museum and/ or Art Gallery	6,239,983	1,275,466
4	National Gallery The	Museum and/ or Art Gallery	6,011,007	1,197,143
5	The Abbey Gardens and Abbey Ruins	Place of Worship (still in use)	1,228,564	1,021,048
6	V&A South Kensington	Museum and/ or Art Gallery	3,992,198	872,240
7	Science Museum	Museum and/ or Art Gallery	3,301,975	858,517
8	Somerset House	Historic House/ House and Garden / Palace	2,841,772	724,310
9	Horniman Museum and Gardens	Museum and/ or Art Gallery	952,954	606,329
10	Cannon Hall Museum, Park and Gardens	Museum and/ or Art Gallery	480,561	431,264

Figure 1.8 Top 10 **free** UK attractions 2020

Rank	Name of Attraction	Category	2019 Visitors	2020 Visitors
1	Royal Botanic Gardens, Kew Gardens	Garden	2,316,699	1,212,855
2	Chester Zoo	Safari Park / Zoo / Aquarium / Aviary	2,086,785	1,182,652
3	RHS Garden Wisley	Garden	1,236,434	993,516
4	ZSL Whipsnade Zoo	Safari Park / Zoo / Aquarium / Aviary	732,672	630,772
5	Tatton Park	Historic House/ House and Garden / Palace	769,000 (E)	580,000 (E)
6	ZSL London Zoo	Safari Park / Zoo / Aquarium / Aviary	1,157,076	504,351
7	Longleat	Safari Park / Zoo / Aquarium / Aviary	1,011,314	495,037
8	Westonbirt, The National Arboretum	Garden	566,565	484,533
9	Attingham Park	Historic House/ House and Garden / Palace	557,136	483,946
10	Tower of London	Castle / Fort	2,984,499	447,812

Figure 1.9 Top 10 **paid** UK attractions 2020
(adapted from VisitBritain data)



Virtual reality offers customers a unique experience (courtesy of TUI)

company specialising in mailing lists. It is possible, for example, to purchase email lists of people who like a particular type of holiday or travel to a specific tourist destination.

The use of mailing lists and contact with customers is carefully regulated in the UK by the Information Commissioner's Office (ICO). Companies which fail to abide by the data protection regulations can be fined and risk having their image tarnished.

Pop-ups are announcements which appear automatically when you visit a website – they pop up without you doing anything. They may appear when you first visit a website, after a given number of seconds, or when you visit a particular page. Some pop-ups are also created to appear when you are leaving a site, perhaps offering a discount or incentive to stay longer and browse. Although some users find pop-ups annoying, they are a cheap way of gaining a person's attention when browsing a website.

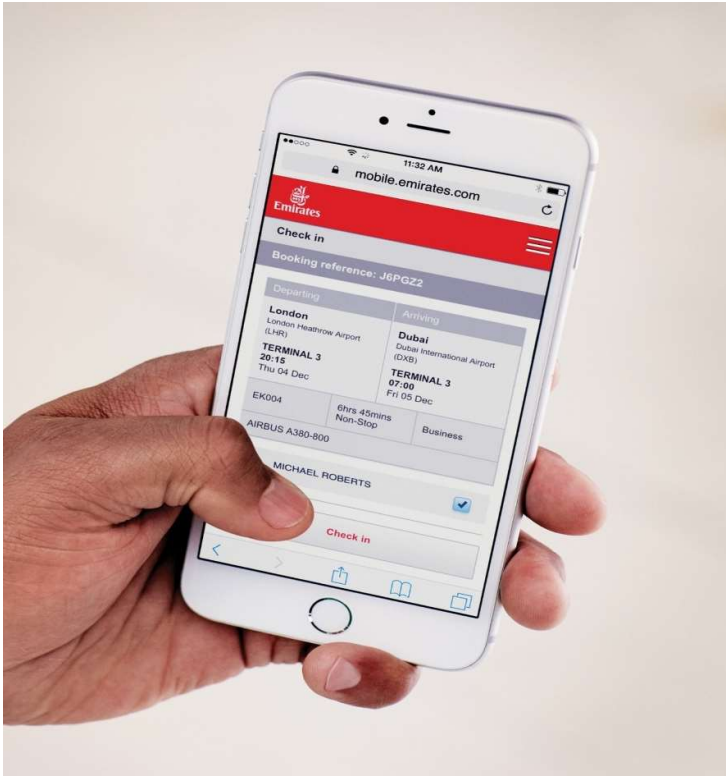
Digital advertising, for example on websites, apps and social media platforms, has grown rapidly in recent years as more people live their lives in the digital world. Conversely, spending on TV, radio and print advertising has fallen sharply. Total spending on advertising in the UK is around £23 billion per year, with internet advertising now accounting for nearly two-thirds of all spending. This includes adverts on social media platforms like Facebook, Instagram and Twitter, and search engines, banner advertising on websites and apps, plus promotional messages delivered via email. Digital advertising is popular because it is a controllable, fast and cost-effective way to target customers and encourage them to place orders.

Making and confirming bookings

We discussed earlier how the traditional way of booking a holiday, by visiting a travel agent, has changed dramatically with the introduction of new technology. Customers can now use the internet to make their own bookings for holidays and other travel products, receiving instant confirmation. This development has made travel companies change their business models, with many now investing heavily in mobile and digital technology to increase sales.

Emailing tickets and vouchers

It is now common for travellers to use their mobile phones to store all their travel documents digitally, doing away with the need for paper tickets and vouchers. Emailing digital copies of tickets and vouchers is also used by visitor attractions, theatres and cinemas, sports venues and event organisers. This brings benefits to businesses, which save time and money when compared with posting documents. Working digitally also encourages last-minute bookings, since customers do not have to wait for tickets to arrive by post. It also does away with the fact that items may get lost in the postal system.



Mobile phones are commonly used when checking in at airports (courtesy of Emirates Airline)

Apps for mobile and digital services

Apps (standing for applications) are essentially scaled-down versions of websites that are designed to be used on mobile devices such as smartphones. Many travel and tourism companies have developed apps that allow customers to use their mobile phones to create accounts, check the status of their holiday or journey, make bookings and contact the company. Examples include airlines, e.g. British Airways and Virgin Atlantic, train companies such as Great Western and ScotRail, accommodation suppliers, including booking.com and

Premier Inn, and visitor attractions, for example Alton Towers and Legoland. Apps allow people to research their travel arrangements and make bookings while on the move.

Social media apps, including Twitter, Instagram and Facebook, are also used by travel and tourism organisations. They create accounts to showcase their products and services to existing and potential customers. They give users a quick way to contact a company, rather than emailing or phoning. Customers often use social media to complain about a product or service, such as a late train or delayed flight, so companies must monitor their accounts carefully in order to limit the amount of bad publicity they receive.



Activity 1.15

Analyse how developments in technology affect different sectors of the travel and tourism industry and its customers.

This activity will give practice in completing Assessment Outcome AO3