

# Unit 1

# The World of Travel and Tourism

Ray Youell

**Teacher's Pack**

# **BTEC National Travel & Tourism**

*2019 specifications*

## **Unit 1: The World of Travel and Tourism Teacher's Pack**

**Ray Youell**





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## Teacher's Pack Dashboard

[Introduction](#)[Assessment for this Unit](#)[Scheme of work](#)[Icebreaker activity](#)[Student activities](#)[PowerPoint presentation](#)[Weblinks](#)

## Structure of the Unit

### Section A **Types of travel and tourism**

A1 Types of tourism

A2 Types of travel

A3 Types of travel and tourism customer

### Section B **The types of travel and tourism organisations, their roles and the products and services they offer to customers**

B1 Ownership and operating aims

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

B3 Interrelationships and interdependencies in the travel and tourism industry

B4 Technology in travel and tourism

### Section C **The scale of the travel and tourism industry**

C1 Importance of the UK as a global destination

C2 Employment in travel and tourism

C3 Visitor numbers

C4 Income and spending

### Section D **Factors affecting the travel and tourism industry**

D1 Product development and innovation

D2 Other factors affecting organisations in the travel and tourism industry

D3 Responses of travel and tourism organisations to external and internal factors

## BTEC National Travel and Tourism

### Unit 1: The World of Travel and Tourism

### Teacher's Pack

#### Introduction

Exactly matched to the 2019 Pearson BTEC National Level 3 Travel and Tourism specifications, this **Teacher's Pack** 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)

This Teacher's Pack is designed to be used in conjunction with the [Unit 1 The World of Travel and Tourism eBook](#) – full details can be found at [www.tandtpublishing.co.uk](http://www.tandtpublishing.co.uk).

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

This resource should save you valuable preparation time and I hope you find it useful when delivering your BTEC Travel & Tourism course.

*Ray Youell  
Aberystwyth  
November 2021*

## How to use this Teacher's Pack

This Teacher's Pack includes the following features:

- **Introduction** – an overview of the resource and what it contains.
- **Assessment for this Unit** – details of assessment requirements and assessment outcomes for the Unit.
- **Scheme of work** – a detailed topic-by-topic guide on how best to deliver the Unit, which PowerPoint slides to use, associated student activities, etc.
- **Icebreaker activity** – a fun way to get students thinking about what's included in the Unit and to help develop their social interaction and group-working skills.
- **Student activities** – a variety of activities which reinforce learning and provide practice for assessment. They are based on realistic industry scenarios and give students valuable opportunities in gathering and analysing data, making presentations, answering questions, getting involved in discussions and debates, writing short reports, etc. Some activities are carried out independently, while others are group-based. Each activity includes reference to the relevant pages in the Unit 1 eBook to help students with the tasks.
- **PowerPoint presentation** – comprehensive, full-colour slides which provide a summary of the main points from the Unit 1 eBook. Included are all eBook activities and case studies, plus reference to the extra Teacher's Pack activities. The presentation offers a step-by-step approach to delivering the Unit.
- **Weblinks** – links to each of the websites featured in the accompanying eBook. **Please note** that web addresses may change from time to time and tutors may wish to check the availability and suitability of the websites before issuing details to students.

This resource should be used alongside 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](http://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.

## Section C: The scale of the travel and tourism (see [Unit 1 eBook](#) pages 61-77)

Topic	Use the following PowerPoint® slides	Associated eBook pages for reference	Associated activities and case studies in eBook	Extra student activities in Teacher's Pack	Assessment outcomes for topic
Importance of the UK as a global destination – tourist numbers	128-132	61-62			
Importance of the UK as a global destination – economic importance	133-134	63-64	Activity 1.17 (page 63)		AO1/AO3
Employment in travel and tourism	135	64			
Employment roles in travel and tourism	136-137	64		Activity TP1.17	AO1
Direct employment – transport principals, hubs and gateways	138-140	65-67	Activity 1.18 (page 65) Case study (page 66)		AO1/AO2
Direct employment – tour operators	141-142	67-68		Activity TP1.18	AO1/AO2
Direct employment – Travel agents	143-144	69	Activity 1.19 (page 69)		AO1
Direct employment – visitor attractions	145-146	69-70	Activity 1.20 (page 70)		AO1/AO2
Direct employment – accommodation	147	70			

## Activity TP1.5 Ownership and operating aims

*Need help with this?* See [Unit 1 eBook](#) pages 14-15

The travel and tourism industry is a combination of private, public and voluntary sector organisations, each with different aims that they need to achieve. Complete the following charts with **three** aims and **two** examples of private, public and voluntary sector organisations.

Private sector travel & tourism organisations	
Give three aims of private sector organisations	List two examples of private sector organisations

Public sector travel & tourism organisations	
Give three aims of public sector organisations	List two examples of public sector organisations



## Activity TP 1.6 Private, public or voluntary sector?

*Need help with this?* See [Unit 1 eBook](#) pages 14-15

Carry out some research into whether each of the following organisations is in the private, public or voluntary sector and put a tick in the appropriate column.

Organisation	Private sector	Public sector	Voluntary sector
easyJet			
The London Eye			
VisitWales			
British Airways (BA)			
Foreign, Commonwealth and Development Office			
DCMS (Department for Digital, Culture, Media and Sport)			
Chessington World of Adventures			
Tourism NI			
Longleat			
Civil Aviation Authority (CAA)			
Cardiff Airport			
VisitScotland			
Avis car hire			
Jet2 Holidays			
English Heritage			
The Eden Project, Cornwall			
CADW (Welsh historic monuments)			
Wildfowl and Wetlands Trust			
Department for Transport			
Hilton Hotels			
On the Beach Travel			
TUI Travel Group			
Premier Inn			
Hays Travel			
Center Parcs			
National Trust			
Beamish Living Museum			
Chiltern Railways			
Leger Holidays			
Ironbridge Gorge Museum			
Heathrow Airport			
Eurostar			

## Activity TP1.9 Examples of transport principals

*Need help with this?* See [Unit 1 eBook](#) pages 17-23

Transport principals in the travel and tourism industry are companies and individuals who contract with a customer to provide a facility or service. They include airlines, ferry and cruise companies, bus and coach operators, car hire firms and rail companies. Complete the chart below with **three examples** of each type of transport principal listed.

Transport principals	
Type	Your three examples
Air	
Sea	
Road	
Rail	

## Activity TP 1.11 Types of UK visitor attractions (*answers*)

Type of visitor attraction	Your five named UK examples
Natural areas and features	<ol style="list-style-type: none"> <li>1. Peak District National Park</li> <li>2. Mount Snowdon</li> <li>3. Mourne Mountains</li> <li>4. Kielder Forest</li> <li>5. Loch Ness</li> </ol>
Purpose-built or man-made attractions	<ol style="list-style-type: none"> <li>1. Chessington World of Adventures</li> <li>2. Legoland Windsor</li> <li>3. Drayton Manor</li> <li>4. Pleasure Beach Great Yarmouth</li> <li>5. The London Eye</li> </ol>
Historical or heritage attractions	<ol style="list-style-type: none"> <li>1. The Tower of London</li> <li>2. Edinburgh Castle</li> <li>3. Cardiff Castle</li> <li>4. Stonehenge</li> <li>5. Ironbridge Gorge Museum</li> </ol>
Sports venues	<ol style="list-style-type: none"> <li>1. Wimbledon Lawn Tennis Club</li> <li>2. Old Trafford Manchester</li> <li>3. Millennium Stadium Cardiff</li> <li>4. Silverstone motor racing track</li> <li>5. St Andrews golf course Scotland</li> </ol>
Special events	<ol style="list-style-type: none"> <li>1. Notting Hill Carnival London</li> <li>2. Glastonbury Festival</li> <li>3. World Snooker Championship Sheffield</li> <li>4. Edinburgh Festivals</li> <li>5. Abergavenny Food Festival Wales</li> </ol>

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Level 3 2019 specifications

## Unit 1 The World of Travel and Tourism

Ray Youell

Teacher's Pack

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# BTEC National Travel & Tourism 2019 specifications

## Teacher's Pack Presentation

# Unit 1 The World of Travel and Tourism

# Types of travel

People travel for a wide variety of reasons, resulting in many different types of travel, including:

- Leisure travel
- Corporate (business) travel
- Specialist travel
- Visiting friends and relatives (known as VFR)
- Day trips



# Visiting friends and relatives

## VFR travel examples

Domestic	<ul style="list-style-type: none"><li>• Travelling from Liverpool to Belfast to visit a friend</li><li>• A trip from Newcastle to spend a weekend with your brother in Bristol</li></ul>
Inbound	<ul style="list-style-type: none"><li>• Your uncle from Canada coming to stay with you at your home in Cambridge</li><li>• Your sister who lives in France making a trip to stay with you in your flat in Leeds</li></ul>
Outbound	<ul style="list-style-type: none"><li>• You and a friend travel from the UK to Germany to spend a week with your grandmother</li><li>• A trip to Ireland to visit your brother who lives in Dublin</li></ul>

# Day trips

## Day trip travel examples

Visitor attractions	<ul style="list-style-type: none"><li>• A day trip to Legoland</li><li>• Visiting your local museum</li><li>• A trip to the Science Museum in London</li></ul>
City trips	<ul style="list-style-type: none"><li>• Watching a football match in Burnley</li><li>• A shopping trip to Bradford</li><li>• Going to a music gig in a city arena</li></ul>
Countryside trips	<ul style="list-style-type: none"><li>• A day trip to climb Mount Snowdon</li><li>• Mountain biking in the Peak District</li><li>• Visiting a country show</li></ul>

# Teaching pack activity TP1.3

*Examples of VFR  
tourism and day  
trips*

