

Component 1

# Travel and Tourism Organisations and Destinations

 **Student eBook**

**Bob Holland**



Edited by Ray Youell

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**BTEC Tech Award Travel & Tourism 2022**

# **BTEC Tech Award in Travel & Tourism**

*Level 1/Level 2 : 2022 specifications*

## **Component 1: Travel and Tourism Organisations and Destinations**

**Bob Holland**



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[info@tandtpublishing.co.uk](mailto:info@tandtpublishing.co.uk)

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## Table of contents

<i>Introduction</i>	4
<i>How to use this book</i>	5
<i>Access to more Travel and Tourism resources</i>	5
<i>About the author</i>	5
<i>Learning outcomes</i>	6-7

<b>Component overview and introduction</b>	8
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<b>Learning outcome A</b>	<b>Demonstrate an understanding of the UK travel and tourism industry</b>
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Section A1 <b>The major components of the UK travel and tourism industry</b>	9
Section A2 <b>The ownership and aims of travel and tourism organisations and how they work together</b>	51
Section A3 <b>The role of consumer technology in travel and tourism</b>	67

<b>Learning outcome B</b>	<b>Explore popular visitor destinations</b>
---------------------------	---

Section B1 <b>Visitor destinations</b>	78
Section B2 <b>Different types of tourism and tourism activities</b>	97
Section B3 <b>Popularity of destinations with different visitor types</b>	105
Section B4 <b>Travel options to access tourist destinations</b>	114

# BTEC Tech Award in Travel and Tourism

## Component 1: Travel and Tourism Organisations and Destinations

### Introduction

Exactly matched to the 2022 Pearson BTEC Level1/Level 2 Tech Award in Travel and Tourism specifications, this book provides comprehensive coverage of **Component 1: Travel and Tourism Organisations and Destinations**. The purpose of this publication is to support students in developing their understanding of the content of the specification by explaining and expanding on the terminology used.

There is a **teacher's resource** to accompany this book – [\*Travel and Tourism Organisations and Destinations – Student Activities and Exercises\*](#), which contains comprehension exercises based on the content of the module, further research activities and 'mini assignments' to help students prepare for their internal assessment.

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.

### Covid-19

It is important to remember that since March 2020 the UK and global travel and tourism industries have been severely affected by the coronavirus pandemic, with both domestic and international travel severely restricted, resulting in drastically-changed patterns of tourism. Restrictions on travel have impacted on many travel and tourism organisations and it is unlikely that, at least in the short term, the volume of international travel will recover to pre-pandemic levels.

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

*Bob Holland*  
*August 2022*

## How to use this book

This publication covers the content of the first component of the BTEC Tech Award in Travel and Tourism, with first teaching from September 2022. The component has two learning outcomes:

- A – Demonstrate an understanding of the UK travel and tourism industry
- B – Explore popular visitor destinations

This book includes the following features:

1. **Component overview and introduction** – giving details of the content for the unit
2. **Assessment for the component** – details of how you will be assessed
3. **Icebreaker activities** – for each learning outcome to help make a start with topics
4. **Clearly-labelled sections** – exactly covering the specification content for the component
5. **Student activities** – to promote knowledge and understanding, while developing research skills
6. **‘Did you know’ sections** – snippets of factual information to expand knowledge and promote discussion
7. **Charts, diagrams and images** – to add realism while learning about travel and tourism

Although this book is provided primarily for tutors and students studying the 2022 Pearson BTEC Level1/Level 2 Tech Award in Travel and Tourism qualification, it will be of use on similar Level 1/Level 2 courses, such as those offered by NCFE, WJEC/Eduqas and City & Guilds.

## 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

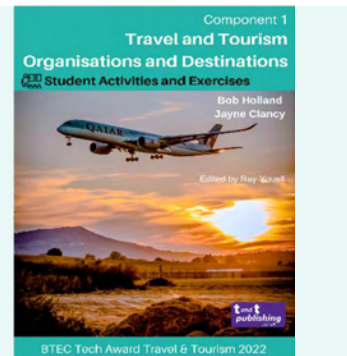
Bob Holland has been involved in the field of tourism education for more than 25 years, through working with a range of organisations to develop resources and provide professional development opportunities for teachers. He has worked as a Chief Examiner and Principal Moderator, and has been closely involved with the development of a number of Travel & Tourism specifications. He is the author of a number of popular Travel & Tourism textbooks and eBooks, including these [WJEC Level 3 resources](#).

**Also available**

## Student Activities and Exercises

*Component 1: Travel and Tourism Organisations and Destinations*

[Learn more](#)



## Learning outcomes and component content

### Learning outcome A : Demonstrate an understanding of the UK travel and tourism industry

#### Content

##### A1 : The major components of the UK travel and tourism industry

This section examines the main sectors of the UK travel and tourism industry and their roles. The industry involves complex interactions between a number of organisations of different sizes, many of which operate internationally as well as domestically. The products and services offered by organisations are explored in detail.

##### A2 : The ownership and aims of travel and tourism organisations and how they work together

Here we focus on the various types of ownership of travel and tourism organisations and of the ways in which organisations work together. In reality, no tourism organisation can operate completely independently of all others and many work in partnership for their mutual benefit. Travel and tourism organisations have different aims, which may be financial or strategic.

##### A3 : The role of consumer technology in travel and tourism

The twenty-first century has seen a revolution in the ways that travel and tourism products and services are bought and sold. The internet has allowed tourists to purchase holidays and other travel products directly from airlines and tour operators and to pay for these products using secure credit card transactions. Developments in consumer technology have enabled organisations such as Expedia, Booking.com and Airbnb to become global businesses in a relatively short period of time.

### Learning outcome B : Explore popular visitor destinations

#### Content

##### B1 : Visitor destinations

This section explores the main types and of visitor destinations in the UK:

- Cities – which may contain historic and cultural attractions and might also be situated on the coast.
- Cultural or historic towns – which may also be cities, e.g. Canterbury, York etc., and will contain mainly cultural and heritage attractions.
- Coastal resorts – which may retain the characteristics of traditional settlements, e.g. Brixham, or be developed as seaside resorts, such as Blackpool.
- Countryside areas – which contain small towns and villages and may also include stretches of coastline, such as in north Devon.

The features of destinations are investigated, including those that may influence their popularity with different types of visitors.

**B2 : Different types of tourism and tourism activities**

This section begins by examining the definition of tourism and the different ways that tourism can be categorised. Domestic, inbound and outbound tourism are explored, together with the differences between leisure and business tourism.

**B3 : Popularity of destinations with different visitor types**

In this section, the main visitor types are identified and you learn why different types of destination appeal to different people.

**B4 : Travel options to access tourist destinations**

This section focuses on travel to destinations by tourists, who stay at least one night as opposed to excursionists who return home the same day. Most journeys undertaken by tourists involve more than one mode of transport and a number of factors need to be taken into consideration when deciding how to travel between a tourist's home and their final destination. Transport hubs and gateways are explored in detail, as well as the suitability of travel routes.



## Component 1: Travel and Tourism Organisations and Destinations



### What you will study in this component

**A : The UK travel and tourism industry**

**B : Popular visitor destinations**



### Introduction to the component

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 component you will investigate the different sectors of the UK travel and tourism industry, such as accommodation, transport, visitor attractions, tour operators, travel agents, tourism promotion and ancillary services. You will explore the ownership and aims of different organisations, plus ways in which they work together for mutual benefit. You will also learn about the role that consumer technology plays in helping organisations grow and prosper.

You will learn that destinations, in the UK and overseas, are key aspects of the travel and tourism industry. You will explore the features of popular visitor destinations and how they support different types of tourism and tourism activities. The component provides the opportunity for you to learn about different types of visitor and the popularity of visitor destinations. You will investigate the many ways that tourists can travel to destinations, including the different modes of travel on offer.

This component will help you develop an understanding of the scope of travel and tourism, whether you ultimately wish to work in the industry or take your study of the topic further. You will develop transferable skills, such as research skills, which will support your progression to higher level vocational or academic qualifications.



### Assessment for this component

This component is assessed by a non-exam internal assessment set by Pearson, which is marked by tutors in your school or college. It will be completed in approximately 4 hours of monitored preparation and 6 hours of supervised assessment. To assist students preparing for this assessment, an accompanying publication to this resource, [Travel and Tourism Organisations and Destinations – Student Activities and Exercises](#) is available from Travel and Tourism Publishing. This resource contains comprehension exercises based on the content of the module, further research exercises and 'mini assignments' to help students prepare for the internal assessment.

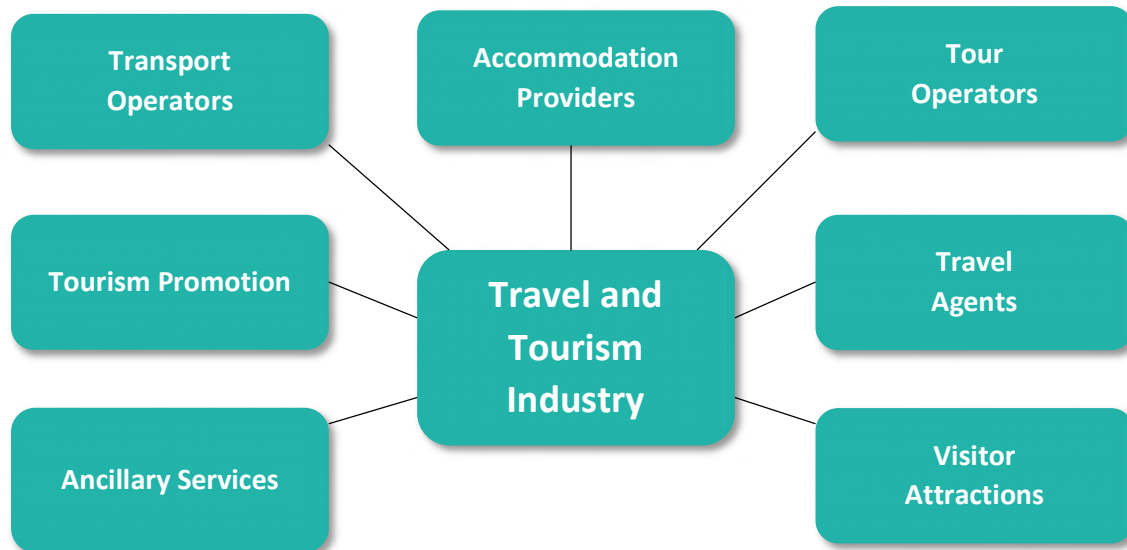


Figure 1.1 Major components of the UK travel and tourism industry

## Accommodation providers

Nearly all accommodation is provided by organisations which aim to make a profit from the tourists who stay in their properties. Accommodation providers range from large, international companies, such as Hilton Hotels and Holiday Inn, to small family-run B&Bs and farms with camping and caravan sites.

There is a wide range of different types of accommodation available to tourists. Suites in the most expensive, luxury hotels can cost thousands of pounds for just one night. On the other hand, a pitch on a basic campsite may cost only a few pounds.

Cost is one of the major factors which tourists consider when deciding on what type of accommodation to choose. They will also think about the location of the accommodation and whether they want to have meals prepared for them or cook for themselves. The range of services and facilities provided by the accommodation will also be an important factor when choosing where to stay.



### Activity 1

Use a website to find a hotel room for about £80/night in a nearby area. Make a list of all the facilities and amenities available to guests in the hotel.

*This activity will give you practice in completing Learning Outcome A1*

Staying in a hotel is the most popular type of tourist accommodation. A variety of different hotels can be found in every tourist destination, with a range of prices to suit all budgets. In addition to hotels, tourists can also choose to stay in bed & breakfast (B&B) accommodation, mobile homes, caravans, cottages, canal boats, flats or tents, to name but a few.



## Activity 7

Find out the cost of a flight from London to Belfast departing next Thursday morning.

*This activity will give you practice in completing Learning Outcome A1*

- **Short-haul flights** are provided from the UK to destinations throughout Europe. Most major destinations in France, Spain and Portugal can be reached on a flight lasting less than three hours. Flights to major holiday destinations can be purchased online, directly from the airline, or as part of a package through a tour operator or travel agent.
- **Long-haul flights** are those which connect the UK with other continents, such as North America, and countries like Australia. These flights can last up to 17 hours with the latest aircraft being able to cover greater distances without the need to re-fuel.

### Did you know?

The UK Civil Aviation Authority (CAA) categorises flights as:

*Short-haul* – less than 1500km

*Medium-haul* – between 1500km and 3500km

*Long-haul* – more than 3500km



*British Airways operates a fleet of 787 Dreamliners on many of its long-haul routes (courtesy of BA)*

### Key products and services of transport operators

The main products of transport operators are intangible, i.e. they cannot be touched or carried away. Like many travel and tourism products, transport companies are essentially selling

## Natural attractions

It is important to understand that natural attractions refer to specific sites rather than the destination in which they are found. Some UK examples are provided in Figure 1.2.

Natural attraction	Destination
Durdle Door	Jurassic Coast of Dorset
Giant's Causeway	Antrim Coast of Northern Ireland
Cheddar Caves	Mendip Hills
Lake Windermere	Lake District National Park

Figure 1.2 Natural attractions in tourist destinations



### Activity 11

Find an image of each of the four attractions named in the table in Figure 1.2.

*This activity will give you practice in completing Learning Outcome A1*

UK natural attractions are found in three different types of landscape:

1. Coastal areas – with beaches, cliffs, arches and stacks.
2. Upland areas – mountains, hills and caves.
3. Inland water features – lakes and river features such as waterfalls.



*Sea stacks composed of black basalt rock are among the many natural attractions found in Iceland.*

## Types of travel agents

Most people think of a high-street shop when asked to identify a travel agent, but there are actually many different types. Travel agents can be grouped into one of the following six types, which we will discuss in the following sections of this component:

1. Business travel agents
2. Retail travel agents
3. Home workers
4. Independent travel agents
5. Multiple travel agents
6. Online travel agents (OTAs)

### Business travel agents

Many business people, especially those working for small organisations, tend to make their own travel arrangements. Those travelling on their own or in small groups will find it convenient to book online. However, for larger organisations business travel agents provide a range of services. For example, if a company is sending twenty or thirty delegates to a conference it will be easier to make one booking for all of the delegates rather than letting them make individual bookings.

#### Did you know?

CWT (Carlson Wagonlit Travel) is one of the world's leading business travel agencies.

Business travel agents are able to negotiate special rates from travel organisations and accommodation providers, thereby reducing costs to their business clients. Also, more senior managers and executives will not have time to book their own travel and may require special services, such as first-class travel, perhaps even by executive jet. Another example would be that of sports travel for major clubs and elite athletes. Football clubs such as Manchester United or an international rugby team would use the services of specialist business travel agents to make their travel arrangements. These services cannot be provided by most high street travel agents, but can be by specialist business travel agents.

### Retail travel agents

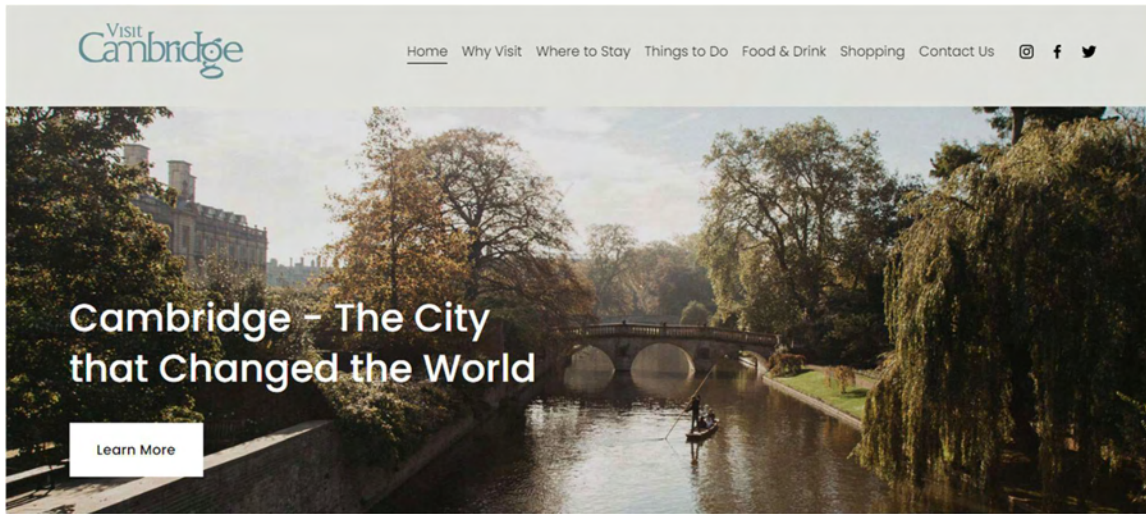
Unlike business travel agents, retail travel agents sell travel products to the general public and they make money through earning a commission from the transport companies and tour operators whose products they sell. The commission varies according to the product they are selling, but is a fixed percentage of the price of the product. For example, if they sell a family holiday costing £1,400 with a 10% commission, they will receive £140 from the tour operator.

Travel agencies are either independently-owned or part of a chain of agencies owned by a single company. At the time of writing, the largest travel agency chains in the UK (with number of branches in brackets) are:

1. Hays Travel (713)
2. TUI Travel (365)

Hays Travel took over many of the former Thomas Cook branches when the company ceased trading in September 2019. Another 333 agencies are part of the Advantage Travel Partnership, the UK's largest independent travel agent group.

tours to the UK. VisitBritain focuses on promoting the attractions, culture, heritage and landscapes of the UK which will appeal to many visitors from overseas.



*The city of Cambridge is promoted by a Destination Management Organisation (DMO).*



## Activity 24

Use the VisitBritain website to make notes about a current promotional campaign being used to attract international visitors to the UK.

*This activity will give you practice in completing Learning Outcome A1*

### Key products and services in tourism promotion

Tourist boards and similar organisations promote their products and destinations to two different audiences – the public and the travel trade.

Members of the **public**, who may travel to the destination as individuals, couples, a family or in a small group, will require information and advice about accommodation, attractions, events, etc. To do this, tourist boards provide websites and apps through which visitors can obtain a range of information, make accommodation reservations, buy tickets to attractions and find out about forthcoming events. When in a destination, visitors can use TICs which provide a range of local information and, in addition, offer maps, guides, brochures and other useful information. TICs also sell merchandise such as local produce and souvenirs of the destination.

The **travel trade** is made up of tour operators, coach companies, airlines, event organisers and other travel and tourism organisations. Holding major events in a destination can generate a great deal of income for local businesses. Persuading tour operators to include the destination in their programmes will also generate income. The range of products and services provided by tourist boards to the travel trade will depend on the nature and scale of the destination, but could include:

appealing to potential customers. Many websites have a home page and a search facility which enables visitors to the site to find the information they need more easily.



### Activity 33

Use the internet to find two hotels near Times Square in New York and two restaurants in Fisherman's Wharf in San Francisco.

*This activity will give you practice in completing Learning Outcome A3*

- The website should display all relevant information which might be needed by customers. Key information relating to opening times and prices should be clearly displayed as well as facilities for customers with special needs. Promotional events, such as special offers and deals, may also be displayed. In addition, for organisations such as attractions, the address and location of the organisation might be important.



*Jet2 Holidays is a very popular holiday website*

- The website must be up to date at all times, with information which might impact on customers, such as a closure due to bad weather, updated regularly.
- Websites should indicate to customers how they can contact the organisation through a telephone number, email address, messaging app or webchat. The postal address should also be included.
- A website should allow the customer to buy the organisation's products and services, which might be a package holiday, a flight, accommodation, entry to an attraction, booking a hire car or any other travel and tourism product. In order to do this, the website needs the facility to handle online card payments made by customers and to ensure that the transaction is accurate and secure. Also, through the website or by email, the customer needs to receive confirmation of their booking and that the payment has been received. The customer should also receive tickets or vouchers which can be printed or stored on a mobile phone.

coastal resorts a line of hotels can still be seen across the road from the beach. Over time a wider range of accommodation has been developed and in many coastal resorts a choice of hotels of different standards is now available, offering B&B, half-board, full board and all-inclusive options. Self-catering accommodation is now widely available, which includes campsites and caravan parks including mobile homes, villas, gites and apartments as well as Airbnb accommodation.



*Self-catering, low-rise accommodation is now more common in many coastal resorts.*

### Did you know?

Benidorm in Spain has 80,000 inhabitants, but receives over 10,000,000 staying visitors each year.

- **Sports facilities** – most tourists do not visit coastal resorts to take part in organised sports and facilities are provided mainly for the local population. One sport which has developed close to many coastal resorts in Spain and Portugal in particular is golf, which can be played nearly all year round in many Mediterranean areas, attracting golfers from the UK and other countries in Northern Europe in the winter months outside of the peak tourist season.



### Activity 45

Use the website of a specialist sports tour operator to find out the cost of a golfing holiday in Spain or Portugal.

*This activity will give you practice in completing Learning Outcome B1*

- **Shopping** – some form of shopping mall with outlets of international brands can be found in most large resorts and a range of souvenir shops are often available. Antique and craft shops are more likely to be found in smaller, more traditional resorts.



Airport	Passenger numbers
Heathrow	80,890,031
Gatwick	46,576,473
Manchester	29,397,357
Stansted	28,124,292
Luton	18,216,207

Figure 1.5 Top five UK airports in 2019 (CAA data)



## Activity 62

Choose two airports from the Figure 1.4 map on page 124 and carry out some research into the products and services each one offers its passengers.

*This activity will give you practice in completing Learning Outcome B4*

### Bus/coach and railway stations

These are found right across the UK, from city centres and seaside resorts to countryside areas and historic destinations. Facilities at the biggest rail and coach stations in the UK are similar to those found in airports, such as arrival and departure information, ticketing machines, refreshment outlets, waiting rooms, shops and toilets. Smaller facilities may simply have travel information displayed and, perhaps, a waiting room and toilets.

Victoria Coach Station in London is one of the busiest transport interchanges in the UK. Coaches travel to all parts of Britain from the terminus and it is a major hub for National Express services within the UK and coach services to Europe. It offers the following facilities for travellers:

- Automated ticket machines
- Waiting facilities
- Food outlets and coffee shop
- Toilets
- Newsagents
- Charging points
- Onsite cash machine
- Payphones

### Ferry and cruise terminals

UK ferries and cruise ships need accessible ports in order to operate their vessels and welcome passengers. Cruise terminals tend to have a wider range of higher quality facilities than ferry terminals, given the fact that cruise passengers have paid more for their trips and may spend more before setting sail. Dover is Europe's busiest ferry port and the UK's second busiest cruise port after Southampton. It has separate facilities for ferry and cruise passengers.