Component 1

Travel and Tourism Organisations and Destinations

Student Activities and Exercises

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BTEC Tech Award in Travel & Tourism

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Component 1: Travel and Tourism Organisations and Destinations

Student Activities and Exercises

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BTEC Tech Award in Travel and Tourism (2022)

Component 1: Travel and Tourism Organisations and Destinations
Student Activities and Exercises

Introduction

Written to cover the 2022 Pearson BTEC Tech Award specifications, this Teacher Resource provides valuable support to staff delivering **Component 1: Travel and Tourism Organisations and Destinations**.

It is designed to be used in conjunction with the Component 1 VLE Student eBook.

The student activities and exercises included in this resource are divided into two sections:

Section A consists of a series of comprehension exercises which aim to reinforce key terminology and concepts contained in the specification. Where appropriate, suggested answers are provided. Some questions may require additional research by students.

Additionally, a number of activities are provided which require students to undertake research and other developmental activities designed to enhance their understanding of key concepts and to apply this understanding to travel and tourism organisations. These activities also require students to make judgements and to justify their decisions. The activities can be undertaken as individual tasks or as group activities. Students may require additional support to complete the activities.

Section B comprises a range of practice assessment tasks which are designed to assist students with their preparation for the set assignment produced by Pearson. Most of these tasks are focused on a realistic scenario and cover Learning Outcome A and Learning Outcome B.

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.

We hope you find this resource a useful teaching aid when delivering the BTEC Tech Award in Travel & Tourism course.

Bob Holland & Jayne Clancy
October 2022

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 authors

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.

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==**Also available**==

VLE Student eBook

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

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

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

A3 : The role of consumer technology in travel and tourism

Learning outcome B : Explore popular visitor destinations

B1 : Visitor destinations

B2 : Different types of tourism and tourism activities

B3 : Popularity of destinations with different visitor types

B4 : Travel options to access tourist destinations

Section A
Comprehension exercises and activities

A series of comprehension exercises and activities which aim to reinforce key terminology, knowledge and concepts contained in the specification. Where appropriate, suggested answers are provided. Some questions may require additional research by students.

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A1 The major components of the UK travel and tourism industry

Exercise 1: Accommodation providers

Need help?
See page 10 of
the **eBook**

1. What do the letters B&B and FB stand for when thinking about accommodation?

2. What is the name of the world's largest hotel chain?

3. Name **three** types of self-catering accommodation used by tourists visiting countries in Europe.

4. Explain the meaning of the term 'en-suite' in relation to accommodation.

A1 The major components of the UK travel and tourism industry

Exercise 2: Answers

1. Key factors will include the length of the journey from home to the destination, both in terms of distance and time, the number of people travelling and composition of the group, the budget of those travelling, the availability of public transport, access to a private motor car and the length of stay at the destination.

2. Scheduled coach services, such as those offered by National Express and Megabus, run to a timetable between major towns and cities in the UK and a set fare is charged. Coach tours are organised by tour operators for visitors to explore a region of the UK (or another country) and may last a number of days, with accommodation provided as part of a package price.

3. 'Fly-drive' refers to a type of holiday which involves flying to a destination and collecting a hire car, normally from an airport, which the tourist drives around the destination, choosing where they want to visit. The tourist then returns the car and flies home.

4. Hertz, Avis, Budget, Alamo, Enterprise, etc.

5. A 'hop-on hop-off' bus makes a circular journey around major tourist towns and cities, stopping at key visitor attractions. Tourists with tickets can get on or off the bus as they choose.

6. Countryside and national park destinations have seen an increase to traffic in recent years which has led to congestion and increased pollution. Car parks have been overflowing and tourists parking illegally on road verges. Using bus services reduces traffic congestion and pollution and is a more environmentally-friendly way of transporting tourists around countryside areas and national parks.

7. Travelling by private car to a destination provides the visitor with far more flexibility and choice regarding where and when they want to travel. Tourists in cars are not governed by public transport timetables or schedules provided by tour operators. Also, travelling by private car generally allows visitors to carry more luggage and can often be a cheaper alternative for domestic tourists.

8. There are a number of different types of rail transport available in the UK. These include:

   - Eurostar services from London to major cities in Europe
   - Inter-city services between major towns and cities
   - Underground systems in major cities
   - Tram systems
   - Suburban railways
   - Branch lines in rural areas
   - Heritage railways

9. Domestic ferry services link mainland Britain to Northern Ireland and the numerous islands within the British Isles including the Isle of Man, the Isle of Wight and the Scottish islands. These are used by the local population as well as tourists. International ferries carry tourists between the United Kingdom and European

A1 The major components of the UK travel and tourism industry

Exercise 4: Tour operators

1. Give **two** reasons why many tourists like to buy a package holiday from a tour operator rather than making their own holiday arrangements.

2. Explain how a tour operator 'builds' a holiday.

3. In the following table draw a line to match each statement to the correct type of tour operator.

Description	Type of tour operator
Companies which specialise in meeting the needs of visitors from overseas who wish to stay in its country	Domestic tour operators
Tour operators which provide tours of one country for people living within that country	Inbound tour operators
Companies which provide package holidays and coach tours for UK residents travelling abroad	Specialist or 'niche' tour operators
Tour operators offering specialist tours, e.g. sailing holidays, winter sports holidays, wine tasting breaks, etc.	Outbound tour operators

A1 The major components of the UK travel and tourism industry

Exercise 5: Answers

1. People would visit a travel agent who made the booking for them, as well as arranging the delivery of tickets and other documentation by post. Leisure tourists wishing to book a holiday would visit a travel agent to discuss their choices, take away and read printed brochures produced by tour operators and then return to the travel agency to finalise their booking.

2. Holidays, flights, accommodation, train tickets, travel insurance, car hire, etc. can all be booked and paid for using a laptop or mobile phone.

3. Booking.com

4. People still use the services of a travel agent when they need specialist information, do not have the confidence or understanding to use technology or when they need the support of 'real' people face-to-face.

5. (1) If a company is sending twenty or thirty delegates to a conference it will be easier to make one booking for all of the people rather than letting them make individual bookings.
(2) Business travel agents will be able to negotiate special rates from travel organisations and accommodation providers, thereby reducing costs to their clients.
(3) Senior managers and executives will not have time to make their own travel arrangements and may require special services such as a first-class airline seat or even travel by executive jet.
(4) 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 travel agents so they use the services of specialist business travel agents.

6. CWT – Carlson Wagonlit Travel.

7. Retail travel agents sell holidays and other travel products to the general public. They make money by earning a commission from the airlines, tour operators and other travel companies whose products they sell. Business travel agents specialise in making travel arrangements for business people and organisations. They can negotiate reduced rates for travel and accommodation and pass these savings on to their clients. They may earn a commission from every sale or charge a set fee to their clients for an agreed period of time.

8. The advantages are that you can work from home after buying into a franchise, which means you will have the support of the organisation and be able to sell holidays and other travel products to customers. You will also have the chance to develop close business relationships with your clients.

9. Independent travel agents often have only one or two branches in a town or city. They provide specialist information to customers who want to make travel arrangements. They are also able to sell a full range of products from a variety tour operators and travel organisations, rather than being tied to one particular company.

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

Exercise 11: Common aims of travel and tourism organisations

Need help?
See page 56 onwards of the **eBook**

1. Fill in the three words missing from the following statement:

   All travel and tourism organisations, no matter what sector they operate in, have a number of common aims. These may be ……………………… , relating to sales and profits, or more …………………………………..., which may involve considering how the business might develop in the future, or the wider ……………………………….. in which the business operates.

2. Identify **three** financial aims of travel and tourism organisations.

3. What do the letters CSR stand for? Explain what CSR means in an organisation.

4. Travel and tourism organisations have become aware that they have to a adopt a more sustainable approach in the way they operate. Give **three** examples of how travel and tourism organisations have adopted a more sustainable approach in their operations.

A3 The role of consumer technology in travel and tourism

Exercise 15: Types of consumer technology

1. Give **three** examples of different devices used to communicate using technology commonly used by people as part of their everyday lives.

2. Outline **two** ways in which the majority of tourists use the devices you chose in question 1 for travel and tourism.

3. List **five** types of consumer technology used by travel and tourism organisations.

4. Give **five** reasons why a travel and tourism organisation would choose to use consumer technology in its everyday operations.

B1 Visitor destinations

Exercise 22: Coastal destinations

1. Identify **three** Mediterranean countries with coastal areas that benefited economically from mass tourism.

2. Identify **three** British seaside resorts that were popular for a long time before package holidays to Mediterranean resorts became available.

3. Identify **three** seaside resorts in Wales, one in the north, one in the south and one in mid-Wales.

4. Give **one** example of a Spanish coastal resort that has grown rapidly as a result of the increased availability of package holidays.

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5. Explain how it is possible to be both an outbound <u>and</u> inbound excursionist.

6. Suggest **three** ways in which excursionists contribute to the visitor economy.

7. Identify **three** factors which can influence a person relating to their choices for travel, the destinations they visit and activities they choose to take part in and explain why you think each is important.

8. List **five** examples of leisure tourism.

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B4 Travel options to access tourist destinations

Activity 41: Ferry travel

Tourists use a variety of ferry routes to cross bodies of water. Carry out some research and complete the table below with the published crossing time for each ferry route listed.

Ferry Route	Published time (hours/minutes)
Dover to Calais	
Liverpool to the Isle of Man	
Portsmouth to Bilbao	
Falmouth to St. Mawes	
Hull to Rotterdam	
Poole to Jersey	
Southampton to the Isle of Wight	
Holyhead to Dublin	
Mallaig to the Isle of Skye	
Portsmouth to St. Malo	

Section B
Assessment practice

A range of practice assessment tasks which are designed to assist students with their preparation for the Component 1 set assignment produced by Pearson. Most of the tasks are built around a realistic industry scenario.

The first Practice Assignment covers *Learning Outcome A – Demonstrate an Understanding of the UK Travel and Tourism Industry*, while the second Practice assignment covers *Learning Outcome B: Explore Popular Visitor Destinations.*

A note on marking: Teachers should refer to the descriptors in the Marking Grid for Component 1 found in the latest version of the Pearson Tech Award Specification available on the Pearson website. The Specification also includes general guidance on managing Pearson-set Assignments (PSAs).

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Practice Assignment: Learning Outcome A

Qualification	Pearson BTEC Level1/Level 2 Tech Award in Travel & Tourism (2022)
Component number and title	**1:** Travel and tourism organisations and destinations
Your name	
Date	

Scenario 1 **Ownership, aims, products and services of travel and tourism organisations**	The Zoological Society of London (ZSL) operates London Zoo and Whipsnade Zoo in Bedfordshire. Carry out some research into the organisation using its website and other sources. You should pay particular attention to the *Our Priorities* and *Sustainability* sections of the website.
Learning outcome covered	**A:** Demonstrate an understanding of the UK travel and tourism industry
Evidence required	• A written report of approximately 2-4 pages of A4 which can include supporting images and should include sub-headings • A presentation (if completing Task 4)

Task 1

Having studied the website, write about the ownership of the organisation and the ways in which it receives its income.

> *What to include...*
>
> - How the organisation operates as an international charity
> - Include a brief history
> - Details about membership
> - How to donate to the charity
> - The different ways to support the organisation (use the *Support ZSL* page of the website)
> - Details of entry charges for visits

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