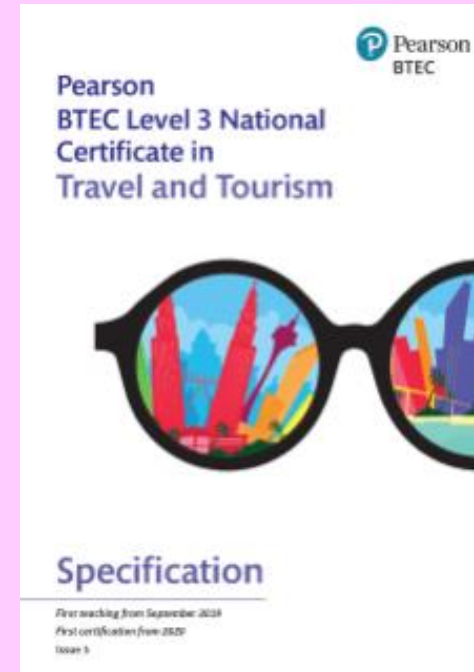


Welcome to Level 3 Travel & Tourism

Pearson BTEC International Level 3 Subsidiary Diploma in Travel and Tourism



Learning objectives:

- ❑ Travel & Tourism Induction Lesson

Starter

How many *do* you know?

1



2



3



4



Match the logo with the correct Airline name:

- ☐ Delta
- ☐ Air Canda
- ☐ American Airlines
- ☐ British Airways

*These are **not** in order*

5

minutes

End



Learning objectives:

- ☐ Travel & Tourism Induction Lesson

Red Pens

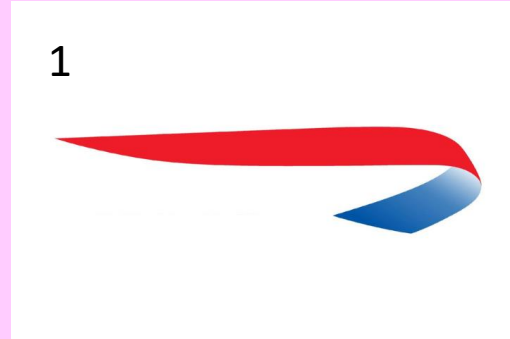
How many *did* you get?



Correct answers:

- 1) British Airways
- 2) Delta
- 3) Air Canda
- 4) American Airlines

☐ British Airways



☐ Delta



3



☐ Air Canda

4



☐ American Airlines



Learning objectives:

- ☐ Travel & Tourism Induction Lesson



Title: Travel & Tourism Induction

Learning objectives

- ☐ What is Travel and Tourism?
- ☐ What are the different types of Travel?
- ☐ What are the different types of Tourism?
- ☐ What is the point of Travel?

Key words:

Travel

Tourism

Aviation

Commercial

BTEC



Learning objectives:

- ☐ Travel & Tourism Induction Lesson

Are you ready for T&T?

What is Travel and Tourism Sector?

The travel and tourism sector is recognised globally as being fast-paced and dynamic, providing a range of employment opportunities both directly and indirectly across the world. There are many factors which can impact the sector and the organisations that operate within it.

The use of technology and innovation means that the sector is at the forefront of emerging trends and developments, igniting our passion for exploring new destinations and providing exciting opportunities to learn more about the world we live in.



Learning objectives:

- ❑ Travel & Tourism Induction Lesson

Explanation

What does the qualification cover?

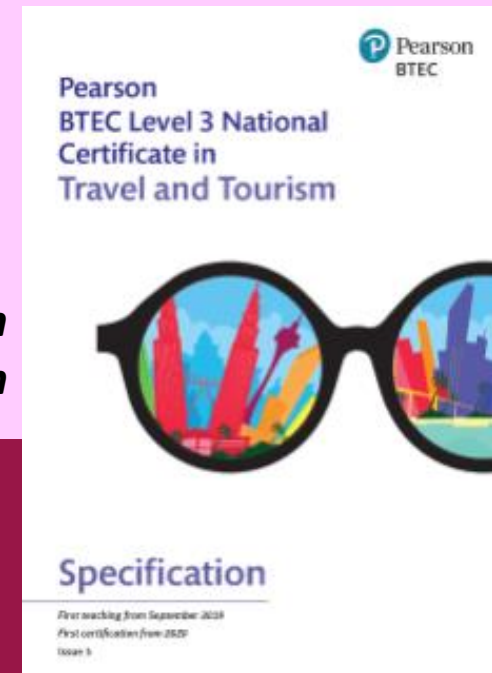
- ✓ This course will give you the opportunity to develop knowledge and technical skills in a practical learning environment.
- ✓ You will also develop key skills through vocational contexts, by exploring the aims of different travel and tourism organisations, the features of tourist destinations, how organisations meet customer requirements, and the influences on global travel and tourism.

Pearson BTEC Level 3 National Extended Certificate in Travel and Tourism



Learning objectives:

- ❑ Travel & Tourism Induction Lesson



Explanation

Units of Study

- ❑ **Unit 1** - The World of Travel and Tourism
- ❑ **Unit 3** - Principles of Marketing
- ❑ **Unit 2** - Global Destinations
- ❑ **Unit 9** - Visitor Attractions



Year 12 – 2024/25	Year 13 – 2025/26
<ul style="list-style-type: none">• Unit 1 - The World of Travel and Tourism• Unit 3 - Principles of Marketing in Travel and Tourism	<ul style="list-style-type: none">• Unit 2 - Global Destinations• Unit 9 - Visitor Attractions
25% Coursework / 25% Exam	25% Coursework / 25% Exam



Learning objectives:

- ❑ Travel & Tourism Induction Lesson

Explanation

Units of Learning

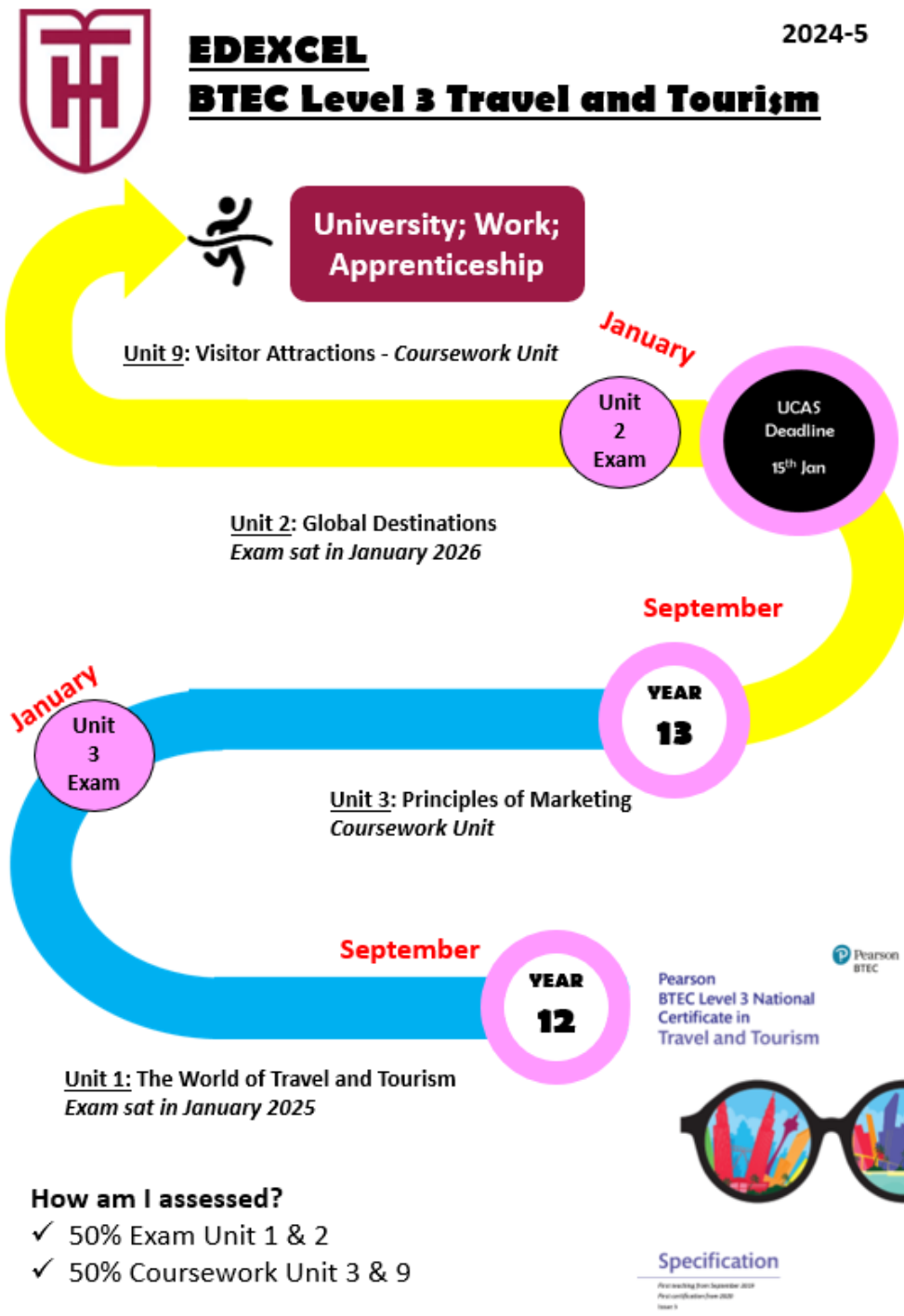
Throughout the course of this qualification, you will cover 4 learning units:

- ☐ Unit 1 - The World of Travel and Tourism
- ☐ Unit 3 - Principles of Marketing
- ☐ Unit 2 - Global Destinations
- ☐ Unit 9 - Visitor Attractions



Learning objectives:

- ☐ Travel & Tourism Induction Lesson



Explanation

Unit 1

September 2024 – Unit 1 The World of Travel and Tourism. This unit is assessed by sitting in an exam – in January 2025.

Unit introduction

The travel and tourism industry in the UK is growing and significantly contributes to the economy. In this unit, you will develop skills to analyse various statistics that highlight tourism's importance to the UK. You'll explore the industry's changing influences, both controllable and uncontrollable by travel organisations, and learn how these organisations adapt to trends to shape their policies. The unit covers the industry's scope, terminology, and key components, emphasising customer-centric business practices. You'll understand how different organisations collaborate, their roles, and the products and services they offer. This unit prepares you for higher education or a career in travel and tourism by teaching you to analyse data and make informed decisions.

Exam Details:

- **1.5 hrs.**
- **75 Marks.**
- **Sat in January 2025 (retake opportunity in May 2025).**



Year 12 Start

Assessment outcomes

AO1 Demonstrate knowledge and understanding of the travel and tourism industry, types of tourism and organisations involved

Command words: complete, 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



Learning objectives:

- ❑ Travel & Tourism Induction Lesson

Jan/Feb 2025 – Unit 3 Principles of Marketing in Travel and Tourism. This unit is assessed through the completion of coursework.

Unit introduction

Marketing is crucial for any successful travel and tourism organisation, where products, services, and customer expectations are constantly evolving. This unit will help you develop marketing skills by examining the aims and objectives of marketing, researching different customer needs, and effectively communicating your findings. You will plan and create a promotional campaign for a new travel product or service, learning to meet customer expectations and communicate effectively. The unit covers the stages of marketing products or services and should be assessed after completing all other units to integrate knowledge from across your qualification. This unit prepares you for higher education courses in marketing and tourism and equips you with a wide range of skills for career advancement.



Year 12 Mid

Learning aims

In this unit you will:

- A** Explore the role of marketing activities in influencing customer decisions and meeting customer needs in travel and tourism
- B** Examine the impact that marketing activities have on the success of different travel and tourism organisations
- C** Carry out market research in order to identify a new travel and tourism product or service
- D** Produce a promotional campaign for a new travel and tourism product or service, to meet stated objectives.



Learning objectives:

- ❑ Travel & Tourism Induction Lesson

Explanation

Summary of Unit 3

Learning aims

In this unit you will:

- A** Explore the role of marketing activities in influencing customer decisions and meeting customer needs in travel and tourism
- B** Examine the impact that marketing activities have on the success of different travel and tourism organisations
- C** Carry out market research in order to identify a new travel and tourism product or service
- D** Produce a promotional campaign for a new travel and tourism product or service, to meet stated objectives.



Learning objectives:

- Travel & Tourism Induction

Summary of unit

Learning aim	Key content areas	Recommended assessment approach
A Explore the role of marketing activities in influencing customer decisions and meeting customer needs in travel and tourism	A1 Interrelationships between marketing and customer service in travel and tourism organisations A2 Influencing customer decisions and meeting needs A3 The marketing mix used by travel and tourism organisations A4 Potential impacts of the marketing mix and customer service	A report or presentation evaluating the interrelationships of marketing and customer service activities to influence customer decisions and meet customer needs and the impact that marketing activities have on the success of two travel and tourism organisations.
B Examine the impact that marketing activities have on the success of different travel and tourism organisations	B1 The role of marketing in different travel and tourism organisations B2 How marketing contributes to the success of travel and tourism organisations B3 Influences on marketing activity	
C Carry out market research in order to identify a new travel and tourism product or service	C1 Collecting market research data C2 Analysing market research data C3 Using research results to help identify a new product or service	A promotional campaign for a new product or service for a travel and tourism organisation or destination, based on the application of market research data, including production of promotional material or activity.
D Produce a promotional campaign for a new travel and tourism product or service, to meet stated objectives.	D1 Designing a promotional campaign to meet stated objectives D2 Producing promotional materials and activities	This will be accompanied by an evaluation of the extent to which the campaign objectives can be achieved.

September 2025 – Unit 2 Global Destinations. This unit is assessed by sitting in an exam – in January 2026.

Unit introduction

Global destinations play a pivotal role in travel and tourism, shaped by factors like location, accessibility, and evolving trends. In this unit, you'll explore various resources to analyse the locations and characteristics of global destinations, identifying what makes them appealing and supportive of different types of tourism. You'll assess how travel plans and itineraries meet customer needs and investigate consumer trends influencing the popularity of these destinations. This unit will equip you with research skills and the ability to make informed decisions using diverse sources of information, preparing you for higher education and a career in the travel and tourism industry where geographical knowledge and data evaluation are essential.

Exam Details:

- 3hrs total.
- Under exam conditions
- 60 Marks.
- Learners will be given a set task that will assess their ability to explain features of destinations and recommend their suitability to meet different customer needs.
- Learners will also be assessed on their ability to assess travel plans and justify how they meet customer needs. The task will assess learners' ability to evaluate the appeal and popularity of destinations.

Assessment outcomes

A01 Demonstrate knowledge and understanding of the location, features and appeal of global destinations

A02 Apply knowledge and understanding of the features that contribute to the appeal of global destinations and the types of tourism and activities they support

A03 Evaluate information to make informed decisions about the suitability of travel plans, routes and itineraries to meet the needs of specified customers

A04 Be able to evaluate factors and consumer trends that influence the popularity and appeal of global destinations, synthesising ideas and evidence to support recommendations



Learning objectives:

- ❑ Travel & Tourism Induction Lesson

Jan/Feb 2026 – Unit 9 Visitor Attractions. This unit is assessed through the completion of coursework.

Unit introduction

Visitor attractions play a vital role in attracting both domestic and international visitors, offering opportunities for relaxation, entertainment, and education while contributing significantly to the travel and tourism industry's revenue and the broader UK and global economies. This unit focuses on investigating visitor attractions, their funding mechanisms, and the visitor experience. You'll explore how attractions evolve, diversify, and employ technology to cater to diverse visitor needs. By enhancing your research and evaluation skills in this area, the unit prepares you for higher education, including degrees in tourism, leisure, or business studies, and supports career advancement through a broadened skill set and knowledge base.



Year 13 Mid

Learning aims

In this unit you will:

- A** Investigate the nature, role and appeal of visitor attractions
- B** Examine how visitor attractions meet the diverse expectations of visitors
- C** Explore how visitor attractions respond to competition and measure their success and appeal.



Learning objectives:

- ☐ Travel & Tourism Induction Lesson

Explanation

Summary of Unit 9

Learning aims

In this unit you will:

- A** Investigate the nature, role and appeal of visitor attractions
- B** Examine how visitor attractions meet the diverse expectations of visitors
- C** Explore how visitor attractions respond to competition and measure their success and appeal.



Learning objectives:

□ Travel & Tourism Ind

Summary of unit

Learning aim	Key content areas	Recommended assessment approach
A Investigate the nature, role and appeal of visitor attractions	A1 Types of visitor attractions A2 Scale, scope and appeal of visitor attractions A3 Ways in which visitor attractions are funded A4 Importance of additional revenue generation strategies for visitor attractions	A presentation, with speaker notes, that examines the different types of visitor attractions, showing why they appeal to visitors, how these attractions are funded and evaluates the importance of visitor attractions to the local and national economy.
B Examine how visitor attractions meet the diverse expectations of visitors	B1 Different types of visitors and their diverse expectations B2 Products and services provided, including primary and secondary spend opportunities B3 Ways to meet and exceed visitor expectations B4 Use of technology and its importance for visitor attractions	An article that explores how two contrasting visitor attractions offer products and services and use technology to meet and exceed visitor expectations.
C Explore how visitor attractions respond to competition and measure their success and appeal	C1 Strategies for responding to competition C2 Success and appeal, using data analysis to measure visitor trends and visitor numbers	A report that explores how two different types of visitor attraction respond to competition and the importance of effectively measuring their success and appeal.

Explanation

T&T Expectations

What you need to bring:



1 Ring
Binder
Folder

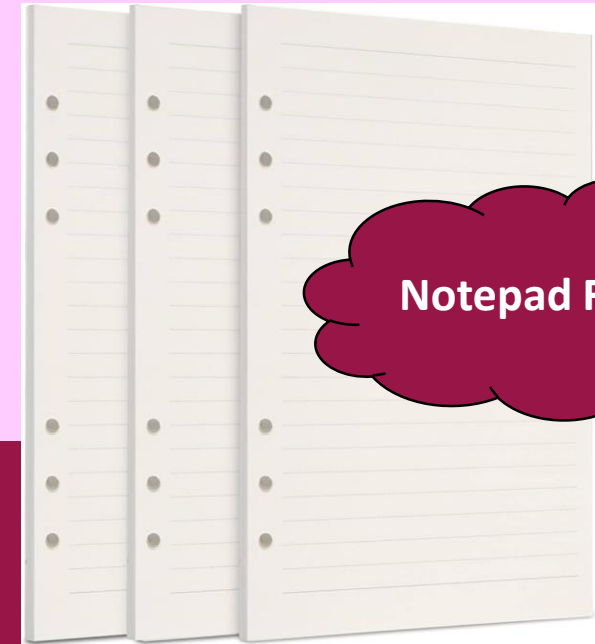


Well-stocked
Pencil Case

What you **MUST** have in your pencil case.

- ✓ Pens
- ✓ Pencils
- ✓ Ruler
- ✓ Rubber
- ✓ Calculator
- ✓ Highlighters

- It would also be preferable to have colour pencils/pen.
- You will only be provided scissors and glue sticks in your lessons.



Notepad Filler



Learning objectives:

- ❑ Travel & Tourism Induction Lesson

Are you ready for T&T?

Any questions?



Learning objectives:

- ❑ Travel & Tourism Induction Lesson

Who can tell me...

Introduction to Travel and Tourism

Activity

- 1) What is your Dream Holiday?
- 2) What is your Dream Job?
- 3) What is the best Place you have been to?

Learning objectives:

- ☐ Travel & Tourism Induct



Is Travel and Tourism Right for Me?



Learning objectives:

- ❑ Travel & Tourism Induction Lesson

What is Tourism?

The World Tourism Organisation defines Tourism as:

“Traveling to and staying in places outside one’s usual environment for not more than one consecutive year and not less than 24 hours, for leisure, business and other purposes”

The Tourism Industry Involves how Businesses Attract, Transport, Accommodate & Entertain Tourists.



Learning objectives:

- ☐ Travel & Tourism Induction Lesson

Activity

Give 3 Examples of
Tourism

Name 5 Tourism
Businesses

What Could an 'Other
Purpose' be?



Learning objectives:

- ☐ Travel & Tourism Induction Lesson

Activity



**Give 3 Examples of
Tourism**

**Family Holiday
Business Trip
School Trip**

**Name 5 Tourism
Businesses**

**Ryanair
Love Holidays
On The Beach
Jet2 Holidays
P&O Ferries**

**What Could an 'Other
Purpose' be?**

'Other' could be:

- **For research**
- **For education**
- **For health**



Learning objectives:

- ❑ **Travel & Tourism Induction Lesson**

Explanation

Different Types of Tourism

Outbound Tourism	When a UK Resident Travels Outside of the UK
Inbound Tourism	When a Tourist Travels to the UK from Abroad
Domestic Tourism	When a Tourist Travels within the UK

Give me 3 Examples of Each Type of Tourism, include the following:

- Customer Type
- Where they are Travelling From
- Where they are Travelling To
- And the Purpose of their Travel

Question?

What is your Favourite Type of Tourism and Why?

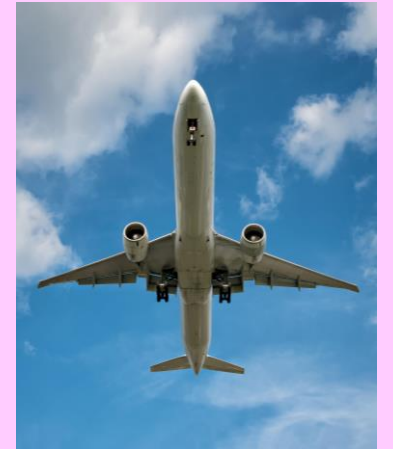


Learning objectives:

- ❑ Travel & Tourism Induction Lesson

Different Types of Tourism

Type	Example
Outbound Tourism	Family Summer Holiday: Flying from London Stansted to Barcelona
Inbound Tourism	Sightseeing in London: A couple fly from Los Angeles to London Heathrow
Domestic Tourism	Work/Business Trip: Taking the train from Cheshunt to Edinburgh



Learning objectives:

- ❑ Travel & Tourism Induction Lesson

Explanation

Fun Facts

Which one of these facts stood out to you the most?

Every 60 Seconds, \$250,000 is Spent by Americans Abroad	The World's Longest flight is 9534 Miles and takes 18h, 45m	The Boeing 777 has the same amount of Horsepower as the Titanic	Thomas Cook where the Oldest Tour Operator before collapse
There are Over 150 Types of Tourism	1 in 10 People are Employed in Tourism	Hodophobia is the Fear of Travel	From 1948-2014, 85 Airport Vanished
France is the Most Popular Tourist Destination	There are 161,593 Hotel Rooms in Las Vegas	India's Trains Transport around 23 Million People a day	The Largest Cruise Ship weighs over 135,000 Tonnes
The Earliest Guide to Tourism was Published in 330 AD	There is a Hotel in Las Vegas that Charges minimum \$100,000 per night	Women who Travel 2x a Year have a lower chance of having a heart attack	Atlanta Airport has more than 50 Million flights a Year



Learning objectives:

- ❑ Travel & Tourism Induction Lesson

What is Travel?

‘Travel’ is defined as:

“Travel is the Movement of People between Various Geographical Locations. People can Travel by a Variety of Means, including by Road, Rail, Air & Sea. People Travel for a Myriad of Reasons.”

**For What Reasons do
People Travel?**

**Why is Transport an Important
Component of Travel and Tourism?**



Learning objectives:

- ❑ Travel & Tourism Induction Lesson

Who can tell me...

- ☐ List 5 Popular Beach Holiday Destinations
- ☐ List 3 Popular Destinations known for Nightlife
- ☐ List 5 Popular City Break Destinations
- ☐ List 5 Long-Haul Travel Destinations



Learning objectives:

- ☐ Travel & Tourism Induction Lesson

Types of Travel

Leisure	Business	Specialist
Leisure Travel is Purposed for Relaxing & Enjoyment, it Includes: <ul style="list-style-type: none">• Day Trips• Short Breaks• Holidays• Visiting Friends & Relatives (VFR)• Staycations• Special Events	Business Travel is Purposed to Travelling for Work or Professional Purposes, including: <ul style="list-style-type: none">• Meetings• Incentives• Conferences• Events	Specialist Travel is Travel which Offers the Kind of Experience that a Tourist Wants, including: <ul style="list-style-type: none">• Health Tourism• Dark Tourism• Ecotourism• Adventure Tourism• Cultural Heritage Travel• Education



Learning objectives:

- ❑ Travel & Tourism Induction Lesson

Fill in your table

What is the Point of Travel?



Learning objectives:

- ☐ Travel & Tourism Induction Lesson

Explanation

What are the issues with Travel?

Tourism Can Increase Crime Rates	Tourism Can Economically Deprive People	Tourism can be Unethical in its Practices	Tourism Practices are Often Unsustainable
Tourism can Increase Levels of Sex Crimes	Aircraft and Jet Fuels are Damaging the Environment	The Hospitality in the UK Industry Wastes 925,000 Tonnes of Food Every Year	Tourism can Cause Cultural Erosion

How Might we Fix these Issues?



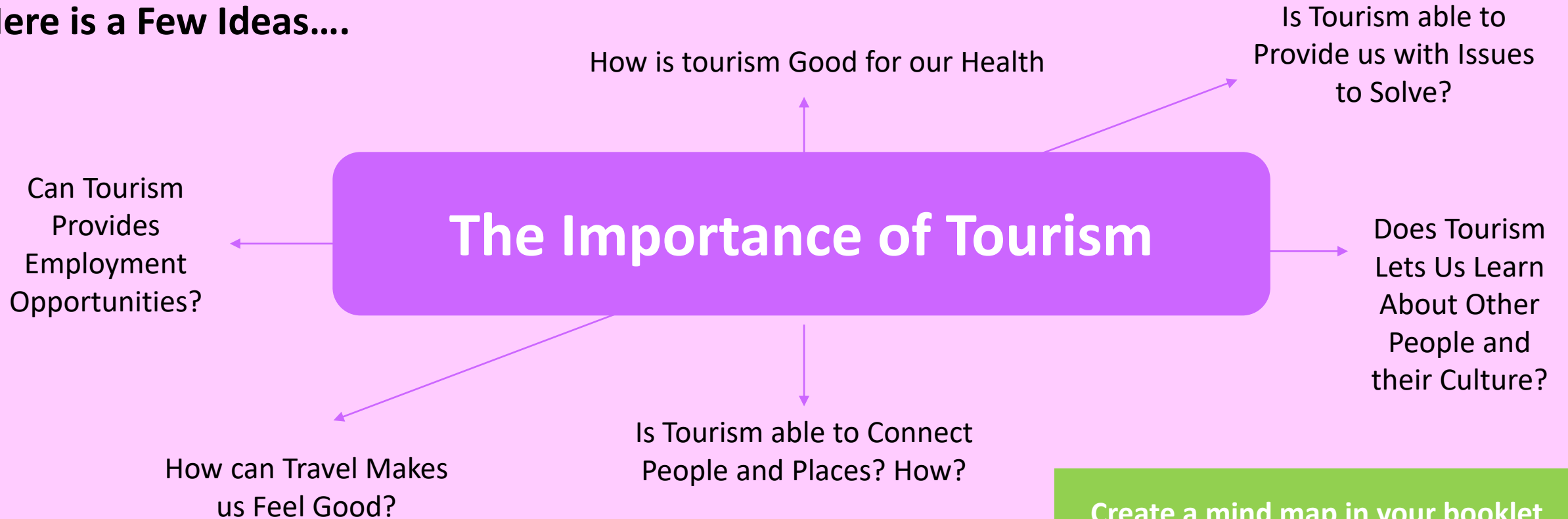
Learning objectives:

- ❑ Travel & Tourism Induction Lesson



Mind Mapping

Here is a Few Ideas....



Create a mind map in your booklet and use the surrounding questions to help you answer the convey the message of 'Why Tourism is Important'.



Learning objectives:

- ❑ Travel & Tourism Induction Lesson

Homework

Summer Task

- ✓ Please take a copy of the handout and complete the tasks shown.
- ✓ You will be expected to share this work with me and your class when you return to school in September.
- ✓ You can either email it to me – AydinS@haileyburyturnford.com or submit it to me on paper.



Learning objectives:

- ❑ Travel & Tourism Induction Lesson

Travel and Tourism Summer Holiday Homework

What makes London a good city destination for tourists?

1. Your first task over the summer holidays is to produce a 'What's on Guide' for London. You should use your internet research skills or explore the area (*safely*) to take photographs of anything you think makes London appealing for tourists.

Think about the following:

- **Visitor attractions** for example theme parks, museums, historical and heritage sites.
- **Natural features** for example parks and rivers.
- **Accommodation** for example hotels, guesthouses, bed and breakfast and boats.
- **Facilities** for example sport and leisure facilities, shopping, restaurants.
- **Arts and entertainment** for example theatres, art galleries and local festivals/events.
- **Sightseeing** for example guided tours, ghost walks, boat trips, road trains.
- **Transport links** for example rail, road, air, and sea links.

Possible information to include:

- Photographs
- General information
- Fun facts
- Prices
- Dates/times of any events

Be prepared to share your guide when you return to school.

2. Your **second task** is to evaluate the impact of the Coronavirus Outbreak on the airline industry (minimum 500 words).

Please make sure your summer homework is completed and handed in to me on the first day back of term (Via email (AydinS@haileyburyturnford.com) or on paper). Have a fantastic summer (you deserve it) and see you in September! Mr. Aydin

End & send



Work station



Chairs

Expectations

- ✓ All equipment away
- ✓ All rubbish in the bin
- ✓ Everybody leaves in a calm manner.



Learning objectives:

- ❑ Travel & Tourism Induction Lesson