

# Travel and Tourism

Exam Board: PEARSON/Edexcel

Qualification: BTEC Level 3 Extended Certificate in Travel and Tourism

Course code: (601/9023/1)



Longdean School  
'Rejoice in thy youth'

In September, you will be starting the Level 3 Travel and Tourism course.

- 1) If you were in for the transition day, you should have a copy of the ISBN number and textbook that you will need to buy for this course. (If there are issues with this then please email Mrs Harris as you will need the book to complete the Summer work)
- 2) Please sign up to ONE of the following on-line resources (you can sign up to both if you would like)
  - a. Travel Trade Gazette
  - b. Travelmole.com
- 3) There is transition exercises for the exam and coursework units that have been designed to develop your understanding of the subject and should be completed before the beginning of term. The work can be completed on the computer or written on lined paper, but it must be printed off and brought with you in your folder to the first lesson you have in September.

- **Exam Summer work**

You will need the book BTEC Nationals Travel and Tourism student book Pages 4-7 and you will write notes on the Types of Travel and Tourism.

1. Page 4 - Types of Tourism

The notes can be written as normal notes, or you can complete mind map type notes. Essentially, these are your notes, so it is important you can look back on them to assist your learning. Make sure they are neat and provide a title and subheadings too.

2. Page 4 – 6 Types of Travel

As above, make notes as you see fit. Make sure you can give examples and know what a conference is in relation to a meeting etc. For specialist travel, give an example, use the one in the book or use the computer to develop your examples.

3. Page 6-7 Types of travel and tourism customer

Please make notes under the 5 subheadings

4. Page 7 Table 1.2

Draw out the table and fill it in. Use the work you have been doing to assist you in this.

5. Key terms

I would like you to complete a 'Key terms' page in your folders. Look back through pages 4-7 and write down any key terms you are not familiar with. You should rule a line on A4 paper write the word on the left side and the definition on the right. Please title this 'Key terms'

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For those of you who have completed Travel and Tourism at GCSE level this will be revision for you. For those that haven't, it will be a good introduction to Travel and Tourism and understanding some basic but useful key terms and types of travel and tourism

- **Coursework Summer work.**

1. Click on the link to watch these adverts on different travel and tourism organisations

[Live Happy TV Advert | TUI \(youtube.com\)](#)

[disney land advert - Google Search](#)

[Vrbo:t:video:private\\_vacation\\_rentals:xxx:seasonal-photo\\_first:xxx:summer:16x9\\_15s\\_23aug\\_gbr \(youtube.com\)](#)

2. Answer the following questions for each video. Either write or type the notes and bring them to the first lesson back.

a) What company is the advert for?

b) What organisation is this? Transport/ attraction/travel agent/ accommodation

c) What is the target market for the advert? Who is the advert aimed at and how have they tried to achieve this in the advert?

d) What are the advantages of using adverts that you might find on the TV/social media?

e) What are the disadvantages of using adverts that you might find on the TV/social media?

f) What are other marketing techniques that you have seen/used before? How would a company market their service/product?

4) You will need to buy and start reading the following book for insight and background

a. BTEC Nationals Travel and Tourism student book (ISBN 9781292187754)

5) Please buy an A4 file and a pack of dividers and bring them along to the first lesson with the work you have completed.

Please come to the course with an open and inquisitive mind set and look forward to the delights of Travel and Tourism in September.

Mrs Harris