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BTEC in a Box
BTEC Nationals in Travel & Tourism

Contents

Your box contains a delivery plan, assessment packages and case study activities to support:

Unit 1 Investigating Travel and Tourism

Unit 3 The UK as a Destination

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September 2007	Newsletter 1
October 2007	Unit 2 The Business of Travel and Tourism Unit 4 Customer Service in Travel and Tourism Unit 5 Marketing Travel and Tourism Products and Services Unit 7 The European Travel Market
December 2007	Newsletter 2
January 2008	Unit 6 Preparing for Employment in the Travel and Tourism Industry Unit 8 Long-haul Travel Destinations Unit 9 Retail and Business Travel Operations
April 2008	Unit 11 Sustainable Tourism Development Unit 12 Tour Operations Unit 21 Work Experience in the Travel and Tourism Industry
June 2008	Newsletter 3

unit overview

TOPIC **Investigating Travel and Tourism**

Materials will make reference to the following practitioners:

- Office of National Statistics - tourism data
- First Choice
- Eurostar
- The National Trust
- Merlin Entertainments Group
- UK seaside towns
- Tanzania

Case study	Focus	Discussion points	Activities
1	Introduction to the unit and learning outcomes Introduction to the different types of tourism Introduction to outbound tourism Introduction to inbound tourism Introduction to domestic tourism	■ What is the difference between domestic, inbound and outbound tourism? ■ What trends are there in inbound, outbound and domestic tourism?	■ Explanation of declining outbound tourism to Spain ■ Reasons for increases in the outbound VFR (visiting friends and relatives) market ■ Research on growth in Eastern European tourism ■ Identification of key receiving areas and features in Scotland and Wales ■ Factors that affect popularity of UK cities for inbound tourists ■ Research into inbound tourism trends
2	Introduction to the main components of the travel and tourism industry Introduction to tour operations and travel	■ What are seven main components of the travel and tourism industry? ■ What is the difference between a tour operator	■ Table explaining package holiday branding ■ Internet research into roles and responsibilities of a regional tourist

agents

Introduction to tourism development and promotion

Ancillary services

Introduction to integration

Introduction to chains of distribution

Interdependencies of travel and tourism components

and travel agent?

- How are the UK tourist boards organised?
- What ancillary services support the package holiday market?
- What is the difference between horizontal and vertical integration?
- What are the various ways in which a tour operator might sell their products via chains of distribution?

board

- Poster of integration within a tour operator
- Explanation of the benefits in terms of competitive advantage of horizontal integration
- Comparison of chains of distribution in tour operating
- Evaluation of future impact of integration and interdependency

3	Categories of accommodation	■ What are the main categories of tourist accommodation?	■ Table of main accommodation providers in each category
	Transport provision	■ What are the four main categories of transport provision?	■ Identifying appropriate transport options and links
	Attractions	■ What is the distinction between natural, heritage, purpose-built and event attractions?	■ Create a map showing transport routes
			■ Comparing different transport options for specific customer needs
			■ Evaluating air and rail transport classifications
			■ Identification of attractions in each category

4	Differentiating the *profit* and *not-for-profit* sectors	■ What are the main differences between the profit and not-for-profit sectors of the travel and tourism industry?	■ Ways in which organisational objectives are achieved
	Types of not-for-profit organisations	■ What are the key organisations within the not-for-profit sector of the travel and tourism industry?	■ Products, services and facilities offered by the National Trust
	Roles and responsibilities of not-for-profit organisations	■ What are the general organisational aims of not-	■ Explanation of the advantages of being a registered charity and
	How not-for-profit organisations are funded		

		for-profit organisations? ■ How are not-for-profit organisations funded?	relevant organisations ■ Presentation on the roles and responsibilities of a selected not-for-profit organisation within travel and tourism
5	Financial objectives of the profit sector Responsibilities of the profit sector Social activities of the profit sector	■ Why might the financial objectives vary in the profit sector compared to the not-for-profit sector? ■ Why do profit sector organisations often include compliance with codes of conduct and legislation in their organisational objectives? ■ What are the advantages to a profit sector organisation of having social objectives?	■ Explanation of how organisational objectives might be met ■ Explaining key terms used in organisational vision and value statements ■ Comparing roles and responsibilities of profit and not-for-profit organisations ■ Evaluating the advantages of having social objectives ■ Investigating the key objectives and responsibilities of a selected profit sector organisation
6	Twentieth century developments Product development Destination development	■ How has tourism changed in the last 45 years? ■ What new types of package holidays have been introduced in the last ten years? ■ What is meant by destination management and regeneration?	■ Research into new package holidays ■ Products and services offered in UK conference destinations ■ Explanation of regeneration initiatives
6	Technological development Transport development Lifestyle changes	■ How have developments in technology impacted on the travel and tourism industry? ■ What have been the main recent developments in each of the four categories of transport provision (air, sea, road and rail)?	■ Product proposal for a technology-based visitor attraction ■ Time-line of transport development ■ Evaluation of the impacts of environmental awareness of transport

		■ How do current lifestyles differ from those of people 45 years ago?	damage on tourism demand
		■ What travel and tourism products have benefited or suffered from changes in lifestyle?	
6	Present day products and services, types of organisations, business operations	■ Who are the key present day providers in each of the components of the travel and tourism industry?	■ Organisations that have benefited/ suffered from lifestyle and income changes
	Consumer demand	■ What are the main trends in demand for current travel and tourism products?	■ Explanation of the key product features that make products attractive to present day consumers
	Competition	■ Who are the direct and indirect competitors for a visitor attraction?	■ Evaluation of direct and indirect competition
	Numbers employed, contribution to gross domestic product (GDP)		
7	Increased frequency of holidays and greater flexibility	■ What effect has the trend to take more frequent holidays had on the travel and tourism industry?	■ Explanation of the appeal of new destinations
	Independent travellers and adventure travel	■ What factors have contributed to the increase in independent travel?	■ Investigation into adventure holidays offered in new destinations
	New destinations and the growth and expansion of regional airports	■ Where are the main new destinations in Europe?	
		■ Why are new destinations in South America, Asia and Africa growing in popularity?	
		■ What factors have led to the development of more regional airports?	

7	Natural disasters, health warnings and terrorism Environmental issues Cost of travel	■ What recent natural disasters, health warnings or terrorist activities have had an impact on tourism? ■ How are the negative impacts of these events minimised? ■ What are the principles of responsible tourism? ■ How have decreasing travel costs affected each component of the travel and tourism industry?	■ Internet research into current travel advice/production of fact sheet ■ Presentation on the impacts of two factors on the travel and tourism industry
7	New products and services Retail and business travel operations and consumer demand Distribution methods Future trends	■ What are the main new products being offered by the travel and tourism industry? ■ What factors are largely responsible for these new products? ■ How have current distribution methods affected the demand for new products? ■ What products do you expect to increase in popularity in the future? ■ What new products do you think will be introduced in the future?	■ Research and explanation of how tour operators conform to responsible tourism principles ■ Explanation of future trends and product development within travel and tourism

Assignment 1 (P1, 2; M1)	Know the components of the travel and tourism industry and how they interrelate
Assignment 2 (P3; M2; D1)	know the roles and responsibilities of travel and tourism organisations within the different sectors
Assignment 3 (P4, 5; M3; D2)	Understand how recent developments have shaped the present day travel and tourism industry and the trends and factors affecting the development of travel and tourism

delivery plan

TOPIC   **1. Introduction to Unit 1 - types of tourism**

LEARNING OBJECTIVE   Know the components of travel and tourism and how they interrelate (LO1)

Topic information	Delivery methods	Guidance	Box and Student book (SB) content
Introduction to the unit and learning outcomes	Learner and teacher/tutor discussion	Learners should receive a centre-produced unit handbook containing sections to include the unit specification, scheme of work, unit assignment calendar, appropriate sources of information and a copy of PowerPoint slides (if used).	Case study 1

Grading criteria SB page 14 |
| Introduction to the different types of tourism | Group discussion | Learners need to understand the distinctions between domestic, outbound and inbound tourism. Following a basic teacher/tutor introduction, they might suggest examples of typical tourists in each of the three categories. Teachers/tutors might explain, with examples, the different types of tour operators that cater for the needs of each of these tourists. | |
| Introduction to outbound tourism | Learner and teacher/tutor interaction

Learner work/activities (Case study 1, Tasks 1/2) | | |
| Introduction to inbound tourism | Group work (Case study 1, Tasks 3/4) | An appreciation of the scale of the types of tourism can be provided by using statistics from the Office of Statistics and VisitBritain's websites. It is useful for learners to begin to identify reasons for increases and decreases in specific types of tourism at this stage through discussion. | |
| Introduction to domestic tourism | Group discussion/learner activity (Case study 1, Task 5) | | |

TOPIC **2. Tour operations, travel agents, tourism development and promotion and ancillary services**

LEARNING OBJECTIVE Know the components of travel and tourism and how they interrelate (LO1)

Topic information	Delivery methods	Guidance	Box and Student book (SB) content
Introduction to the main components of the travel and tourism industry	Learner and teacher/tutor interaction	Learners should understand the seven main components of accommodation, transport, attractions, tour operations, travel agents, tourism development and promotional bodies, ancillary services and examples of organisations within each component. Learners might brainstorm examples of organisations and then categorise them under the six headings.	Case study 2 SB pages 15-21
Introduction to tour operations and travel agents	Teacher/tutor-led discussion/explanation Learner activity (Case study 2, Task 1)	It is important that learners are clear on the differences between a tour operator and a travel agent and can identify a range of examples for each. They need to be able to distinguish between specific types of tour operators (mass market, specialist) and travel agents (retail, business, call centre, on-line). Their understanding should include knowledge of the products and services that each offers.	
Introduction to tourism development and promotion	Teacher/tutor-led discussion/explanation Internet Teacher/tutor interaction	Learners need to understand the structure of tourist boards and associations. They should be able to explain how key organisations, such as the tourist boards and trade associations, contribute to development and promotion. Research using the internet into the activities of one specific organisation, such as their regional tourist board, will help their understanding.	
Ancillary services		Learners should be able to identify the range of ancillary services that support the industry. This might be within a specific context such as package holidays.	

TOPIC **3. Accommodation, transport and attractions**

LEARNING OBJECTIVE **Know the components of travel and tourism and how they interrelate (LO1)**

Topic information	Delivery methods	Guidance	Box and Student book (SB) content
Categories of accommodation	Teacher/tutor explanation/discussion Table of providers	Learners need to understand the difference between serviced and non-serviced accommodation and specific examples of accommodation products within each category. They should be familiar with key organisations such as leading hotel companies, holiday centres, caravan parks and companies offering self-catering accommodation. Learners could create a table listing the main organisations in each category. Using the websites of the AA, RAC or VisitBritain they might identify the key grading and classification systems that currently operate in the UK and help to differentiate between different accommodations.	Case study 3 SB pages 15-20
Transport provision	Learner and teacher/tutor interaction Learner activity (Case study 3, Tasks 1-5)	Learners can be asked to list different types of transport which can then be categorised under the four types – air, road, rail and sea. Explore through discussion the ways in which different types of transport are linked when used by travellers, such as airport rail links or car hire at transport terminals. Learners will benefit from using maps and timetables to underpin their understanding.	Case study SB page 16
Attractions	Blank European map Teacher/tutor-led discussion Learner internet research	Learners should understand the difference between natural, heritage, purpose-built and events in terms of attractions and be able to explain a range of examples in each category. It is important that their understanding is across the UK and not confined to their immediate locality. The ALVA (Association of Leading Visitor Attractions) website is a useful starting point for learners to identify the leading visitor attractions in the UK. This topic can be further developed in LO4 when discussing trends and development.	

TOPIC **4. Interrelationship of components within travel and tourism**

LEARNING OBJECTIVE **Know the components of travel and tourism and how they interrelate (LO1)**

Topic information	Delivery methods	Guidance	Box and Student book (SB) content
Introduction to integration	Teacher/tutor explanation/discussion Learner activity (Case study 2, Tasks 2-3) Group discussion	Learners need to have a clear understanding of horizontal and backward and forward vertical integration. The tour operating industry is one of the best ways of explaining this, although information needs to be current, as acquisitions and mergers are frequent. Learners will be able to build on their knowledge from the previous two topics by explaining how and why integration often occurs across different components of the industry. Group discussion could focus on the reasons why integration occurs and the benefits to the organisations involved.	Case study 2 Assignment 1 SB page 22-4 Evidence activity P1 P2 M1 SB page 24
Introduction to chains of distribution	Learner activity (Case study 2, Tasks 4-5) Learner and teacher/tutor-led discussion	Chains of distribution can be introduced by asking learners to identify the ways in which customers purchase different travel and tourism products and services. Teachers/tutors might contextualise this by giving specific products such as hotel accommodation, concert tickets, airline tickets, etc. It is useful for learners to consider at this point the relative advantages and disadvantages of different chains of distribution as it will provide a basis for further discussion of LO4 'distribution methods'.	
Interdependencies of travel and tourism components	Learner activity (Case study 2, Task 6)	Learners will have a clearer understanding of interdependencies having covered integration and chains of distribution. However, this needs to be developed to cover a wide range of organisations within each component of the industry. It is particularly important that learners can identify and explain interdependencies between the profit and not-for-profit sectors. For example the interdependency between **Tourist Information Centres (TICs)** and other organisations.	

TOPIC **5. Roles and responsibilities of the not-for-profit sector**

LEARNING OBJECTIVE **Know the roles and responsibilities of travel and tourism organisations within the different sectors (LO2)**

Topic information	Delivery methods	Guidance	Box and Student book (SB) content
Differentiating the *profit* and *not-for-profit* sectors	Teacher/tutor-led explanation/discussion	Learners need to begin this section by being clear about the distinction between profit and not-for-profit sectors. This might be facilitated by reference to the range of organisations already studied and asking learners to identify which sector they are in.	Case study 4 SB pages 25-9 Evidence activity P3 M2 D1 SB page 29
Types of not-for-profit organisations	Learner and teacher/tutor interaction Learner activity (Case study 4, Task 1)	Learners should be able to identify and explain key organisations such as tourist boards, regulatory bodies and conservation groups. They should understand what is meant by a 'charity' and which travel and tourism organisations come into this category. Discussions might focus on the benefits to the industry as a whole of being represented by a wide range of charities.	
Roles and responsibilities of not-for-profit organisations	Teacher/tutor-led discussion Learner activity (Case study 4, Tasks 2-4)	Learners need to be clear about how the organisational aims of not-for-profit organisations differ from those in the profit sector. In particular, they should be aware of a range of examples of objectives that include community benefit, conservation, development initiatives and education and how organisations meet these objectives.	Case study SB page 28
How not-for-profit organisations are funded	Teacher/tutor explanation Learner activity (Case study 4, Task 5)	It is important that learners have a basic understanding of how these organisations are funded and the ways in which this funding influences their organisational objectives. They should also be aware that many such organisations also have commercial activities to generate finance.	

TOPIC **6. Roles and responsibilities of the profit sector**

LEARNING OBJECTIVE **Know the roles and responsibilities of travel and tourism organisations within the different sectors (LO2)**

Topic information	Delivery methods	Guidance	Box and Student book (SB) content
Financial objectives of the profit sector Responsibilities of the profit sector Social activities of the profit sector	Learner and teacher/tutor-led discussion Learner activity (Case study 5, Tasks 1-2) Group discussion (Case studies 4 & 5, Tasks 3-4) Teacher/tutor-led discussion (Case study 5, Task 5)	Teachers/tutors might introduce this topic by listing the key objectives in the unit content and asking learners to identify and discuss which are likely to be most important for a profit sector organisation. The discussion should be developed to reinforce learners' understanding that profit sector organisations do not receive any funding from other sources but are reliant on sales. It is useful for learners to have a clear understanding of where the income from profit sector organisations is spent (e.g., costs, shareholders, development of new products, etc.) and how this influences their objectives and activities. Further discussion on this issue will help understanding of LO3 when looking at 'competition'. It is important that learners understand that profit sector organisations are not purely aimed at making a profit. Learners should investigate the ways in which organisations need to comply with legislation and codes of conduct and how this influences their objectives. They also need to be aware of the ways in which many such organisations contribute to and influence policies by lobbying and participating in advisory groups. Learners need to understand that many profit sector organisations have similar social objectives to those in the not-for-profit sector, such as conservation, community benefit and responsible tourism initiatives. They should be able to give examples of such objectives and explain why such objectives are becoming increasingly important to the profit sector.	Case study 4/5 Assignment 2 SB pages 25-9 Evidence activity P3 M2 D1 SB page 29

TOPIC **7. Recent developments – product development, destination development**

LEARNING OBJECTIVE **Understand how recent developments have shaped the present day travel and tourism industry (LO3)**

Topic information	Delivery methods	Guidance	Box and Student book (SB) content
Twentieth century developments	Learner and teacher/tutor discussion	This topic can be introduced with a general discussion about the ways in which tourism has changed since the 1960s. Learners might research the differences in the type of holidays that their parents/grandparents took at their age compared to their own experiences and expectations.	Case study 6 SB pages 29-31 Case study SB page 31
Product development	Group research Teacher/tutor explanation (Case study 6, Task 1)	Following this discussion, learners might use a range of sources, such as newspaper articles, holiday brochures and the internet, to identify and explain new types of package holidays that are being developed and what the key features of such products are. It is useful for learners to understand how the Spanish Costas were a fundamental part of the development of the original package holiday market and the ways in which effective destination management has resulted in a regeneration of some of the original destinations. Teacher/tutors might explain examples such as Benidorm and Torremolinos.	
Destination development	Teacher/tutor explanation/discussion (Case study 6, Task 2)	It is important that learners understand the ways in which formal destination management and regeneration initiatives contribute to the development or renaissance of destinations. There are many examples both worldwide and within the UK. Teachers/tutors might like to enhance understanding by explaining the roles of various organisations in these initiatives, such as private development companies and consultancies, as well as public sector organisations such as the RDAs, Tourist Boards and Central Government.	

TOPIC **8. Recent developments – technological development, transport development and lifestyle changes**

LEARNING OBJECTIVE **Understand how recent developments have shaped the present day travel and tourism industry (LO3)**

Topic information	Delivery methods	Guidance	Box and Student book (SB) content
Technological development	Tutor/learner discussion (Case study 6, Task 4)	Learners should begin this topic by considering all of the ways in which developments in technology impact on each component of the tourism industry. They might consider communications, internet, channels of distribution, transport and technology-based visitor attractions.	Case study 6 SB pages 32-3
Transport development	Group activity (Case study 6, Task 5)	When examining developments in transport, it is important that learners have a sound understanding of the historical perspective over the last 45 years. Teachers/tutors might direct them to create a timeline showing how each type of transport (air, sea, rail and road) has developed during this period. Further discussion could centre on both the positive and negative impacts of these developments on the tourism industry, for example the increased speed and economy of travel in relation to the environmental issues that may create potential negative impacts on the industry in the future.	
Lifestyle changes	Group discussion/individual research	When looking at lifestyle changes, learners need to consider changes in income, leisure time and family structure. Learners might conduct an interview with older family members to enable them to evaluate the changes that have taken place over the last 45 years. Following this they should discuss as a group the impact that this has had on the types of travel and tourism products that have developed due to lifestyle changes. There are a number of educational videos available on this topic that would also enhance understanding.	

TOPIC **9. Present-day travel and tourism**

LEARNING OBJECTIVE **Understand how recent developments have shaped the present day travel and tourism industry (LO3)**

Topic information	Delivery methods	Guidance	Box and Student book (SB) content
Present-day products and services, types of organisations, business operations	Teacher/tutor-led discussion or learner activity (Case study 6, Task 6(a))	Learners may find it helpful to create a table showing the components of the travel and tourism industry and the key present-day providers in each component. Understanding can be enhanced by reference to the previous topic and a discussion on how technology, transport and lifestyle changes have contributed to the products available.	Case study 6 Assignment 3 SB pages 34-7 Case study SB page 36 Evidence activity P4 SB page 37
Consumer demand	Group discussion (Case study 6, Task 6(b))	Learners need to understand patterns in consumer demand for travel and tourism products. It is helpful to provide them with figures from various sectors to allow them to identify and evaluate trends. Sources such as the International Passenger Survey (National Office of Statistics), ALVA and Catersearch all provide current statistics. Discussions should focus on the key features of products that are increasing in popularity.	
Competition	Learner activity (Case study 6, Task 6(c))	Learners should have a clear understanding of the competitive nature of the travel and tourism industry and the point that competition can be both direct and indirect. For example, that a museum is not only in direct competition with other museums but also indirectly in competition with any organisation that might offer an alternative leisure activity to the consumer.	
Numbers employed, contribution to gross domestic product (GDP)	Learner research	Statistics on employment and income generated from tourism are available from a wide range of published and internet sources. Learners might research current figures and compile an information folder containing key figures.	

TOPIC **10. Trends**

LEARNING OBJECTIVE **Understand the trends and factors affecting the development of travel and tourism (LO4)**

Topic information	Delivery methods	Guidance	Box and Student book (SB) content
Increased frequency of holidays and greater flexibility	Teacher/tutor-led discussion	This topic may be introduced with reference to previous discussions for LO3 and issues such as lifestyle changes and development of transport and technology. Learners might discuss how present-day travellers often take a series of different holidays during a year to meet different needs such as relaxation, health and well-being, education or adventure.	Case study 7 SB page 37-8
Independent travellers and adventure travel	Discussion/learner activity (Case study 7, Task 1)	The discussion can then be expanded to consider the reasons why independent travel has increased due to factors such as the range of products available and the ease of booking individual elements such as transport, accommodation and ancillary services on the internet. Teachers/tutors may also explain the recent trend in 'dynamic packaging' and the impact it has had on tour operations.	
New destinations and the growth and expansion of regional airports	Teacher/tutor explanation/learner activity (Case study 7, Task 2)	Learners need to have a sound understanding of new destinations that are becoming popular such as those in Eastern Europe, South America, Asia and Africa. To enhance their understanding it is helpful for learners to have a blank world map to annotate with developing destinations. They should be able to explain the key features of a range of different new destinations and the types of traveller that each appeals to.	
		Learners should be able to explain how the growth and expansion of regional airports and increased direct flights have made many new destinations accessible and affordable to many travellers. They should understand that the resulting decrease in journey times means that many travellers choose to take shorter but more frequent holidays.	

TOPIC **11. Factors**

LEARNING OBJECTIVE **Understand the trends and factors affecting the development of travel and tourism (LO4)**

Topic information	Delivery methods	Guidance	Box and Student book (SB) content
Natural disasters, health warnings and terrorism	Teacher/tutor explanation/discussion Learner activity (Case study 7, Task 3) Learner activity (Case study 7, Task 4)	This topic might be introduced by asking learners to list recent examples of natural disasters, health warnings and terrorist attacks that they are aware of. The BBC website has a number of videos on these issues that can be used to enhance understanding. Learners should discuss the potential impacts of these factors on the development of travel and tourism and what steps are being taken to minimise any negative impacts. Learners will benefit from accessing the Foreign and Commonwealth website to collect up-to-date information and advice.	Case study 7 SB page 38-9
Environmental issues	Teacher/tutor-led discussion	Learners need to appreciate the growing awareness of responsible tourism and the ways in which this is impacting on tourism development. It is helpful for them to be provided with information on the principles of responsible tourism and examples of the ways in which a range of organisations strive to meet these principles.	
Cost of travel	Group activity	Learners will already have discussed some of the issues surrounding decreasing travel costs in LO3, such as competition between air and sea transport principals. It is useful for them to clarify their understanding by evaluating the impact that this has had on each component of the travel and tourism industry. They might take one component of the industry each and in small groups discuss how decreasing travel costs has benefited or proved harmful for their component.	

TOPIC   **12. Development**

LEARNING OBJECTIVE   **Understand the trends and factors affecting the development of travel and tourism (LO4)**

Topic information	Delivery methods	Guidance	Box and Student book (SB) content
New products and services	Tutor-led discussion Learner activity (Case study 7, Task 5)	Learners have already explored a range of new products and services in LO3. Their understanding should now be expanded to an appreciation of the trends and factors that are responsible for the development of specific products and services. Teachers/tutors might use a selection of case studies from textbooks or the internet to enable learners to explain relevant trends and factors.	Case study 7 SB pages 40-1 Evidence activity P5 M3 D2 SB page 41
Retail and business travel operations and consumer demand	Discussion Statistical analysis	Learners will have looked at consumer demand figures in LO3. These statistics can now be used to enable learners to identify examples of the impact of specific factors and trends. It is expected that learners will be able to explain current and relevant examples of the impact of each of the trends and factors listed in the specification.	
Distribution methods	Group activity	Using their knowledge from LO1 'chains of distribution', learners should be able to explain how current distribution methods have affected the products and services available. They might consider a specific context such as travel agents, accommodation providers or airlines.	
Future trends	Consolidation/learner activity (Case study 7, Task 6)	This unit should be concluded by asking learners to consider the likely trends and developments that may take place over the next twenty years within the travel and tourism industry. It would help to consolidate their learning by arranging for a guest speaker, such as an employee from a local tourism department or visitor attraction, to talk to them about future developments.	

assignment package contents

EVIDENCE ACTIVITIES ARE ALSO AVAILABLE IN
BTEC NATIONAL: TRAVEL AND TOURISM STUDENT BOOK 1
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ASSIGNMENT TITLE   **1. Know the components of the travel and tourism industry and how they interrelate**

LEARNER'S NAME			ASSESSOR'S NAME	
DATE ISSUED		COMPLETION DATE		SUBMITTED ON

Reference number for specification criteria	Grading criteria	Date achieved	Evidence	Comments/Feedback from assessor
P1	describe (giving examples including domestic, inbound and outbound tourism) the components of the travel and tourism industry			
P2	describe the ways that components of travel and tourism interrelate			
M1	explain how the components of travel and tourism interrelate, giving examples that include domestic, inbound and outbound tourism			

Learner declaration

I declare that all the work submitted for this assignment is my own work or, in the case of group work, the work of myself and the other members of the group in which I worked, and that no part of it has been copied from any source.

I understand that if any part of the work submitted for this assignment is found to be plagiarised, none of the work submitted will be allowed to count towards the assessment of the assignment.

Signed: Date:

Know the components of the travel and tourism industry and how they interrelate

WHAT YOU WILL LEARN IN THIS ASSIGNMENT

In LO1 you will have learnt about:

- the components of the travel and tourism industry: accommodation (serviced, non-serviced); transport provision (road, rail, seas, air); attractions (natural, heritage, purpose-built, events); tour operations (mass market, specialist); travel agents (retail, business, call centre, on-line); tourism development and promotion (tourist boards, trade associations, regulatory bodies); ancillary services (insurance); types of tourism (domestic, inbound, outbound); the ways in which the components of the travel and tourism industry interrelate; the types of tourism
- the ways that components of travel and tourism interrelate: chains of distribution; integration; interdependencies
- types of tourism: domestic; inbound; outbound.

ASSIGNMENT OBJECTIVES

To demonstrate understanding of the key components of travel and tourism and how they interrelate

You should demonstrate achievement of Learning Outcome 1 of Unit 1: Investigating Travel and Tourism:

- describe and explain the components of the travel and tourism industry
- describe and explain the ways in which the components of the travel and tourism industry interrelate.

WHAT YOU WILL DO IN THIS ASSIGNMENT

In this assignment you will use class notes and additional research to produce a display board describing the components of the travel and tourism industry, and an essay describing domestic, inbound and outbound tourism.

In addition, following individual research you will produce a diagram and written explanation of the ways in which a specific organisation interrelates with organisations within the seven components of the travel and tourism industry.

TASK INTRODUCTION

The main focus of this assignment is for you to identify and describe the components of the travel and tourism industry. You will produce your results in a display board that shows all of the components and a separate written essay describing domestic, inbound and outbound tourism.

In a separate activity, you will produce a diagram with supporting explanation on the ways in which a specific component interrelates with the other components of the travel and tourism industry.

TASK 1 AND GRADING CRITERION COVERED

Task 1(a)

This task provides evidence for grading criterion P1.

Produce a display board that clearly describes the seven components of the travel and tourism industry:

- accommodation
- transport
- attractions
- tour operations
- travel agents
- tourism development and promotion
- ancillary services.

Within each component your display should differentiate between specific sub-sections – for example, attractions may be natural, heritage, purpose-built or events. Examples of key organisations in each component should be included. Your display will be enhanced by the use of pictures, sample marketing materials and company logos.

Task 1(b)

This task provides evidence for grading criterion P1.

Write an essay describing the nature and volume of domestic, inbound and outbound tourism. Your essay should include:

- a clear definition of each type of tourism
- a description of the volume of each type of tourism such as visitor numbers
- a description of the nature of each type of tourism such as generating and receiving areas
- a bibliography showing your sources of information.

TASK 2 AND GRADING CRITERIA COVERED

Task 2(a)

This task provides evidence for grading criterion P2.

Produce a diagram, using the one below or one of your own design, showing how Tourist Information Centres (TICs) interrelate and work with organisations within the seven components of the travel and tourism industry. To research for this task you will need to visit a TIC and identify all of the products and services that they offer. Your diagram should describe examples of key organisations that the TICs work with and how they interrelate.
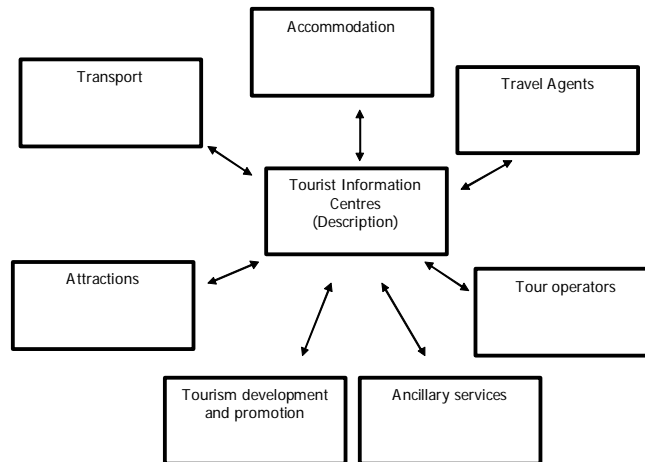
Task 2(b)

This task provides evidence for grading criterion M1.

Select one organisation that you have identified in each of the sectors in your diagram. Explain how each works with the TICs. Your explanation should include the ways in which they work together and the reasons why.

GUIDANCE NOTES

You will need to work through the tasks in a logical order, as the early tasks in the assignment will help you to work through the later ones more easily. You will then be able to use this work as a basis for your second assignment for this unit.

Each criterion is individually assessed and you must make sure that you have adequately covered each criterion by including the specified content at the right level.

P1 Describe (giving examples including domestic, inbound and outbound tourism) the components of the travel and tourism industry

You need to be able to describe in detail all seven components of the travel and tourism industry and not simply list them with examples of operators. Each component should be given equal coverage. The description should include a definition of each component and its key features. Appropriate examples of operators in each component should be given to support the description. For example, under 'transport provision' it would be expected that you would describe and give examples of operators in road, rail, air and sea transport.

You should be able to describe and differentiate between domestic, inbound and outbound tourism. Your description is expected to include current and relevant examples of each. The use of up-to-date statistical data will enhance your description.

P2 Describe the ways that components of travel and tourism interrelate

You need to describe both chains of distribution and interrelationships and interdependencies across all seven components of the industry. For chains of distribution you might consider web-based distribution, agents and referrals. When describing

interrelationships and interdependencies you will need to give examples of how each component relates to and is dependent on the TIC. In addition, you should be able to show how the role of the TIC is dependent on other travel and tourism organisations. For example, reliance on visitor attractions, providing them with leaflets and information about forthcoming events.

An alternative organisation to a TIC can be used for this assessment criterion, such as a tour operator, tourist board, travel agent, airline, etc.

M1 Explain how the components of the travel and tourism industry interrelate, giving examples that include domestic, inbound and outbound tourism

This is an extension of P2 and requires you to be able to explain why interdependencies exist between specific organisations in separate components of the travel and tourism industry. You will need to identify one organisation within each component and explain its specific interrelationship with the TIC. The explanation should cover examples of inbound, outbound and domestic tourism. For example, you may explain how the TIC assists a local hotel or theatre in securing bookings from inbound tourists. The explanation should include the reasons why there is an interrelationship. For example, many visits to visitor attractions are 'impulse' decisions once a tourist is in a location and visits the local TIC for ideas.

You will need to explain how the interdependency is two-way and not simply how one organisation depends on another. Examples should be relevant and current.

Know the components of the travel and tourism industry and how they interrelate

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ASSIGNMENT OBJECTIVES

To demonstrate understanding of the key components of travel and tourism and how they interrelate.

The learner should demonstrate achievement of Learning Outcome 1 of Unit 1: Investigating Travel and Tourism:

- describe and explain the components of the travel and tourism industry
- describe and explain the ways in which the components of the travel and tourism industry interrelate.

WHAT YOUR LEARNERS WILL DO IN THIS ASSIGNMENT

In this assignment learners will use class notes and additional research to produce a display board describing the components of the travel and tourism industry, and an essay describing domestic, inbound and outbound tourism.

In addition, following individual research they will produce a diagram and written explanation of the ways in which a specific organisation interrelates with organisations within the seven components of the travel and tourism industry.

WHAT THEY WILL LEARN IN THIS ASSIGNMENT

In LO1 learners will have learnt about:

- the components of the travel and tourism industry: accommodation (serviced, non-serviced); transport provision (road, rail, seas, air); attractions (natural, heritage, purpose-built, events); tour operations (mass market, specialist); travel agents (retail, business, call centre, on-line); tourism development and promotion (tourist boards, trade associations, regulatory bodies); ancillary services (insurance); types of tourism (domestic, inbound, outbound); the ways in which the components of the travel and tourism industry interrelate; the types of tourism
- the ways that components of travel and tourism interrelate: chains of distribution; integration; interdependencies
- types of tourism: domestic; inbound; outbound.

GRADE SCHEME (WHAT IS REQUIRED FOR EACH GRADING LEVEL)

P1 Describe (giving examples including domestic, inbound and outbound tourism) the components of the travel and tourism industry

Learners need to be able to describe in detail all seven components of the travel and tourism industry and not simply list them with examples of operators. Each component should be given equal coverage. The description should include a definition of each component and its key features. Appropriate examples of operators in each component should be given to support the description. For example, under 'transport provision' it would be expected that learners would describe and give examples of operators in road, rail, air and sea transport.

Learners should be able to describe and differentiate between domestic, inbound and outbound tourism. Their description is expected to include current and relevant examples of each. The use of up-to-date statistical data will enhance their description.

P2 Describe the ways that components of travel and tourism interrelate

Learners need to describe chains of distribution, interrelationships and interdependencies across all seven components of the industry. For chains of distribution they might consider web-based distribution, agents and referrals. When describing interrelationships and interdependencies they will need to give examples of how each component relates to and is dependent on the TIC. In addition, the learner should be able to show how the role of the TIC is dependent on other travel and tourism organisations. For example, reliance on visitor attractions, providing them with leaflets and information about forthcoming events.

An alternative organisation to a TIC can be used for this assessment criterion, such as a tour operator, tourist board, travel agent, airline, etc.

M1 Explain how the components of the travel and tourism industry interrelate, giving examples that include domestic, inbound and outbound tourism

This is an extension of P2 and requires learners to be able to explain why interdependencies exist between specific organisations in separate components of the travel and tourism industry. Learners will need to identify one organisation within each component and explain its specific interrelationship with the TIC. The explanation should cover examples of inbound, outbound and domestic tourism. For example, learners may explain how the TIC assists a local hotel or theatre in securing bookings from inbound tourists. The explanation should include the reasons why there is an interrelationship. For example, many visits to visitor attractions are 'impulse' decisions once a tourist is in a location and visits the local TIC for ideas.

Learners will need to explain how the interdependency is two-way and not simply how one organisation depends on another. Examples should be relevant and current.

GUIDANCE NOTES

Evidence for Task 1 might include a photograph of the learner's display board accompanied by a portfolio containing all of the information that was displayed.

Learners may opt to base Task 2 of this assignment on specific organisations that they are familiar with, such as those where a visit or guest speaker has been arranged.

Know the components of the travel and tourism industry and how they interrelate

TASK NUMBER, TASK DETAIL AND GRADING CRITERIA COVERED

Task 1(a) (P1)

Your display board needs to cover all seven components of the travel and tourism industry with appropriate examples of key organisations within each component. There should be equal coverage of each of the components. Within each component you need to explain, with appropriate examples, all of the sub-sections of the component. For example, in the accommodation sector you would distinguish between serviced accommodation (such as hotels, motels, guest houses, holiday centres, etc.) and non-serviced (such as camping/caravanning, holiday cottages, self-catering apartments, etc.). Examples of hotel organisations might include Hilton, Travelodge, Marriot, whilst holiday centres might include Butlins, Center Parcs, etc. Pictures of their particular accommodation would enhance your description and display.

Task 1(b) (P1)

Your essay needs to show that you clearly understand the difference between domestic, inbound and outbound tourism and as such should be introduced with a definition of each. You are required to give appropriate examples of each of these types of tourism. Examples should focus on the volume and nature of each. When describing the volume, you should consider the numbers of domestic, inbound and outbound tourists. It is important that the figures you use are current (within the last two years) but you may compare these with earlier figures to help you describe any increases or decreases in visitors. In terms of the nature of each of these three types of tourism, you should consider where visitors are going to or coming from. For example, the top destinations for outbound UK tourists and the top generating countries for inbound tourists to the UK. For domestic tourism, you might describe the main destinations for UK residents who choose to holiday in their own country.

Statistics are readily available on government websites (such as the National Office of Statistics) and in a range of publications.

Task 1(b) together with task 1(a) provides grading opportunities at pass levels P1

Task 2(a) (P2)

Your diagram should clearly show the ways in which TICs (or alternative organisations) work with and interrelate with organisations from other components of travel and tourism. For example, you should describe the ways in which TICs provide leaflets and brochures at point-of-sale for events and attractions; sell tickets; work with local accommodation and transport providers; liaise with public sector tourism bodies, such as the tourist boards and trade associations.

Task 2(b) (M1)

For this task you are required to develop Task 1 by explaining specific examples of interrelationships between the TIC and organisations in other components. Distinction should be made in interrelationships between chains of distribution, integration and

interdependency. For example, you might select a hotel that is recommended by a TIC and also features in a local holiday guide provided at the TIC. You should explain why the hotel chooses to use the TIC as one element of its chain of distribution and why it might be partially dependent on the TIC for customers. You will also need to explain how TICs are, themselves, dependent on other organisations to enable them to operate.

Task 2(b) together with completion of task 2(a) provides grading opportunities at merit level, M1.

GRADING COMMENTS

Task 1(a)

It is expected that learners produce a portfolio of their display board materials which may be accompanied by a photograph of the display.

ASSIGNMENT TITLE   **2. Know the roles and responsibilities of travel and tourism organisations within the different sectors**

LEARNER'S NAME		ASSESSOR'S NAME	
DATE ISSUED	COMPLETION DATE		SUBMITTED ON

Reference number for specification criteria	Grading criteria	Date achieved	Evidence	Comments/Feedback from assessor
P3	describe the roles and responsibilities of travel and tourism organisations from different sectors			
M2	compare the roles and responsibilities of travel and tourism organisations from different sectors			
D1	assess how the roles and responsibilities of travel and tourism organisations from different sectors affect their operations			

Learner declaration

I declare that all the work submitted for this assignment is my own work or, in the case of group work, the work of myself and the other members of the group in which I worked, and that no part of it has been copied from any source.

I understand that if any part of the work submitted for this assignment is found to be plagiarised, none of the work submitted will be allowed to count towards the assessment of the assignment.

Signed: Date:

Know the roles and responsibilities of travel and tourism organisations within the different sectors

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WHAT YOU WILL LEARN IN THIS ASSIGNMENT

In LO2 you will have learnt about:

- the range of roles and responsibilities of travel and tourism organisations including: making a profit; maximising sales revenue; increasing market share; compliance with regulations; providing services and products to other organisations; providing services and products for the industry; providing services and products for customers
- roles and responsibilities of the profit sector of the travel and tourism industry, such as tour operators, travel agents, attractions, accommodation, transport
- roles and responsibilities of the not-for-profit sector of the travel and tourism industry, such as tourist boards, conservation groups, regulatory bodies.

ASSIGNMENT OBJECTIVES

To demonstrate understanding of the roles and responsibilities of travel and tourism within the different sectors.

You should demonstrate achievement of Learning Outcome 2 of Unit 1: Investigating Travel and Tourism:

- describe and explain the roles and responsibilities of travel and tourism organisations within different sectors.
- compare and assess the roles and responsibilities of travel and tourism organisations within different sectors.

WHAT YOU WILL DO IN THIS ASSIGNMENT

In this assignment you will use class notes and additional research to produce a fact file of the roles and responsibilities of at least one organisation from the profit sector and one organisation from the not-for-profit sector of the travel and tourism industry.

In addition, following individual research you will complete a matrix comparing the roles and responsibilities of one organisation from each of the profit and not-for-profit sectors. Using this information and further research you will then give a presentation on the effect that the roles and responsibilities of each organisation has on their operations.

TASK INTRODUCTION

The main focus of this assignment is for you to describe the roles and responsibilities of specific organisations within each sector of the travel and tourism industry. You will produce your results in a fact file.

In a separate activity you will produce a table comparing the roles and responsibilities of two organisations from different sectors of the travel and tourism industry and a short presentation assessing how their roles and responsibilities affect their operations.

TASK 1 AND GRADING CRITERION COVERED

Task 1

This task provides evidence for grading criterion P3.

Select at least one organisation from each of the profit and not-for-profit sectors of the travel and tourism industry (a minimum of two organisations). Produce a fact file with a separate section for each organisation selected. Each section should contain a description of the following:

- an introduction to the organisation including which sector they are in, a brief overview of the organisation and description of the products and services they offer
- their main organisational aims and how they meet them
- the ways in which they have to comply with regulations
- the ways in which they provide products and services.

Your fact file can contain examples of each organisation's publicity materials and company information to support your description.

TASK 2 AND GRADING CRITERIA COVERED

Task 2(a)

This task provides evidence for grading criterion M2.

Select one organisation from each of the profit and not-for-profit sectors of the travel and tourism industry. These can be organisations that you described in Task 1 or different organisations. Complete the matrix below by comparing the roles and responsibilities of each organisation. You should begin by inserting the name of each organisation and explaining what their role or responsibility is for each of the column headings. Then complete the final row by comparing the similarities and differences between their roles and responsibilities in each column.

Roles and responsibilities / Organisation	Making a profit	Maximising sales revenue	Increasing market share	Compliance with regulations	Providing services and products to other organisations	Providing services and products for the industry	Providing services and products for customers
Name of profit sector organisation							
Name of not-for-profit sector organisation							
Main differences between the two organisations							

Task 2(b)

This task provides evidence for grading criterion D1.

Prepare and present a 5-10 minute presentation on the two organisations that you investigated for Task 2. Your presentation should assess the ways in which the roles and responsibilities of each organisation affect the ways in which they operate. To achieve this you will need to first identify which of the roles and responsibilities listed below are most important to each organisation and then the impact that each has on its operations:

- making a profit
- maximising sales revenue
- increasing market share
- compliance with regulations
- providing services and products to other organisations
- providing services and products for the industry
- providing services and products for customers.

GUIDANCE NOTES

You will need to work through the tasks in a logical order, as the early tasks in the assignment will help you to work through the later ones more easily. You will then be able to use this work as a basis for your third assignment for this unit.

Each criterion is individually assessed and you must make sure that you have adequately covered each criterion by including the specified content at the right level.

P3 Describe the roles and responsibilities of travel and tourism organisations from different sectors

You must be able to produce a description that draws on evidence from at least one profit sector and one not-for-profit sector organisation. The description should cover all of the roles and responsibilities listed below that are appropriate to the organisation:

- making a profit
- maximising sales revenue
- increasing market share
- compliance with regulations
- providing services and products to other organisations
- providing services and products for the industry
- providing services and products for customers.

Where one of the above listed roles and responsibilities is not relevant to the chosen organisation, it should be explained why. For example, why a public sector museum does not aim to make a profit. You will need to choose more than one organisation from the profit and not-for-profit sectors if your selected organisations do not cover all of the roles and responsibilities listed in the specification. The description should be in your own words and not copied from websites or publicity materials. However, relevant (referenced) quotes from either may be used to support your description.

M2 Compare the roles and responsibilities of travel and tourism organisations from different sectors

You must be able to produce a completed and detailed matrix comparing the main roles and responsibilities of one profit sector and one not-for-profit sector organisation. Both similarities and differences must be explained. The comparison should be based on:

- making a profit
- maximising sales revenue
- increasing market share
- compliance with regulations
- providing services and products to other organisations
- providing services and products for the industry
- providing services and products for customers.

The comparison should be detailed. For example, you might explain why 'making a profit' is a key role/responsibility of a tour operator but not necessarily important for a free-entry art gallery.

Where one or more of the roles and responsibilities listed above is not applicable to one of the organisations, you should explain why this is so.

D1 Assess how the roles and responsibilities of travel and tourism organisations from different sectors affect their operations

You should present your assessment of the ways in which each of the roles and responsibilities listed above affect specific operations of each selected organisation. You will need to first identify which of the roles and responsibilities are most important to each organisation. Each role/responsibility should be discussed separately with relevant and realistic examples given of operations that are affected. For example, if a tour operator is selected and 'increasing market share' identified as a key role/responsibility, you would be expected to assess how this affects the tour operator's operations. Examples might include vertical and horizontal integration, increasing channels of distribution, changes in marketing strategy, product development and diversification, etc.

Know the roles and responsibilities of travel and tourism organisations within the different sectors

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ASSIGNMENT OBJECTIVES

To demonstrate understanding of the roles and responsibilities of travel and tourism within the different sectors.

The learner should demonstrate achievement of Learning Outcome 2 of Unit 1: Investigating Travel and Tourism:

- describe and explain the roles and responsibilities of travel and tourism organisations within different sectors
- compare and assess the roles and responsibilities of travel and tourism organisations within different sectors.

WHAT YOUR LEARNERS WILL DO IN THIS ASSIGNMENT

In this assignment learners will use class notes and additional research to produce a fact file of the roles and responsibilities of at least one organisation from the profit sector and one organisation from the not-for-profit sector of the travel and tourism industry.

In addition, following individual research they will complete a matrix comparing the roles and responsibilities of one organisation from each of the profit and not-for-profit sectors. Using this information and further research they will then give a presentation on the effect that the roles and responsibilities of each organisation has on their operations.

WHAT THEY WILL LEARN IN THIS ASSIGNMENT

In LO2 learners will have learnt about:

- the range of roles and responsibilities of travel and tourism organisations including: making a profit; maximising sales revenue; increasing market share; compliance with regulations; providing services and products to other organisations; providing services and products for the industry; providing services and products for customers
- roles and responsibilities of the profit sector of the travel and tourism industry, such as tour operators, travel agents, attractions, accommodation, transport
- roles and responsibilities of the not-for-profit sector of the travel and tourism industry, such as tourist boards, conservation groups, regulatory bodies.

GRADE SCHEME (WHAT IS REQUIRED FOR EACH GRADING LEVEL)

P3 Describe the roles and responsibilities of travel and tourism organisations from different sectors

Learners must be able to produce a description that draws on evidence from at least one profit sector and one not-for-profit sector organisation. The description should cover all of the roles and responsibilities listed below that are appropriate to the organisation:

- making a profit
- maximising sales revenue
- increasing market share
- compliance with regulations
- providing services and products to other organisations

- providing services and products for the industry
- providing services and products for customers.

Where one of the above listed roles and responsibilities is not relevant to the chosen organisation, it should be explained why. For example, why a public sector museum does not aim to make a profit. Learners will need to choose more than one organisation from the profit and not-for-profit sectors if their selected organisations do not cover all of the roles and responsibilities listed in the specification. The description should be in the learners' own words and not copied from websites or publicity materials. However, relevant (referenced) quotes from either may be used to support the learner's description.

M2 Compare the roles and responsibilities of travel and tourism organisations from different sectors

Learners must be able to produce a completed and detailed matrix comparing the main roles and responsibilities of one profit sector and one not-for-profit sector organisation. Both similarities and differences must be explained. The comparison should be based on:

- making a profit
- maximising sales revenue
- increasing market share
- compliance with regulations
- providing services and products to other organisations
- providing services and products for the industry
- providing services and products for customers.

The comparison should be detailed. For example, they might explain why 'making a profit' is a key role/responsibility of a tour operator but not necessarily important for a free-entry art gallery.

Where one or more of the roles and responsibilities listed above is not applicable to one of the organisations, the learner should explain why this is so.

D1 Assess how the roles and responsibilities of travel and tourism organisations from different sectors affect their operations

Learners should present their assessment of the ways in which each of the roles and responsibilities listed above affects specific operations of each selected organisation. Learners will need to first identify which of the roles and responsibilities are most important to each organisation. Each role/responsibility should be discussed separately with relevant and realistic examples given of operations that are affected. For example, if a tour operator is selected and 'increasing market share' identified as a key role/responsibility, learners would be expected to assess how this affects the tour operator's operations. Examples might include vertical and horizontal integration, increasing channels of distribution, changes in marketing strategy, product development and diversification, etc.

GUIDANCE NOTES

For Task 1, learners may elect to include evidence from more than one example each of a profit and not-for-profit sector of the travel and tourism industry to provide broader coverage of all of the roles and responsibilities listed in the specification. If they decide to do so, they should choose differing organisations – i.e. not two tour operators and two tourist boards.

Evidence for the presentation for Task 2(b) should be in the form of presentation notes/script, a copy of PowerPoint slides or equivalent (if used) and an observation sheet by the assessor.

Know the roles and responsibilities of travel and tourism organisations within the different sectors

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TASK NUMBER, TASK DETAIL AND GRADING CRITERIA COVERED

Task 1 (P3)

You need to select at least one profit and one not-for-profit organisation for this task. You can select more than one organisation from each if you feel that it would provide more examples of the roles and responsibilities listed in the specification. However, if you do so, it would help to select contrasting organisations from different components. The organisations selected should be specific and not general – for example Thomas Cook rather than tour operators. Suitable organisations from the profit sector might include MyTravel; Hilton Hotels; British Airways; Center Parcs; Lunn Poly; Longleat Safari Park; Chatsworth House; etc. Examples from the not-for-profit sector might include VisitBritain; English Heritage; the Lake District National Park; the British Museum; Yorkshire Tourist Board; etc. Selected organisations may be part of a large national organisation or local. However, you should ensure that you select organisations where the required information for the task is readily available.

When describing the organisational aims you could include their mission/vision statement, customer promise and stated business objectives. This should be followed by a clear description of how they meet all of their stated aims. For example, if an organisation states that they aim to 'contribute to the local community in which it operates', suitable examples of how they meet this aim might be by sponsoring local events, providing reduced/free admission for residents or working with local groups on community projects.

When discussing the ways in which they comply with regulations, you should consider specific regulations that affect the particular organisation. For example, food hygiene and handling will be important if your organisation is within the accommodation sector but not if you have selected a travel agent.

Your description of the ways in which the organisation provides products and services should cover those provided to other organisations, for the industry and for customers (where applicable). For example, the National Trust works with organisations such as transport providers; provides advice to the travel and tourism industry through representation on various committees and discussion groups, and provides both products and service to customers in their properties.

Task 2(a) (M2)

For this task you should begin by completing the first two rows for your selected organisations. It is important that you show clearly which are the most and least important roles and responsibilities. For example, 'making a profit', 'maximising sales revenue' and 'increasing market share' are likely to be considerably more important for an organisation in the profit sector than one in the not-for-profit sector. The command verb in this criterion requires you to compare the two organisations, which means that you have need to clearly explain both the similarities and differences between the two organisations' roles and responsibilities. Therefore, if you have selected the National

Trust and Center Parcs you might explain that whilst Center Parcs is highly profit-orientated to enable it to satisfy its shareholders, the National Trust still aims to generate revenue through commercial activities to enable it to fund its conservation work.

Task 2(b) (D1)

For this task you are required to assess two organisations. This means that you need to be analytical and select relevant and realistic examples of how their operations are affected because of the sector that they are in (i.e. profit or not-for-profit). For example, if you have selected one of the National Parks you might consider that they are not concerned with making a profit but have some commercial activities to generate additional income. Their main role and responsibilities are focused on conservation, improvement and education – and you would need to then give specific examples of work that supports these responsibilities such as protected wildlife habitats or countryside activity days for children. Likewise, if you have selected one of the major tour operators you may have identified increasing market share as one of their main roles and give examples of aggressive advertising campaigns, increasing channels of distribution and horizontal and vertical integration strategies.

GRADING COMMENTS

Task 2(b)

It is expected that you will produce evidence for the presentation in the form of presentation notes/script, a copy of PowerPoint slides or equivalent (if used) and an observation sheet.

ASSIGNMENT TITLE	**3. Understand how recent developments have shaped the present day travel and tourism industry and the trends and factors affecting the development of travel and tourism**

LEARNER'S NAME		ASSESSOR'S NAME	
DATE ISSUED	COMPLETION DATE		SUBMITTED ON

Reference number for specification criteria	Grading criteria	Date achieved	Evidence	Comments/Feedback from assessor
P4	describe recent developments (from the 1960s onwards) that have shaped the present day travel and tourism industry			
P5	describe the key trends and factors that will affect the development of travel and tourism			
M3	explain how recent developments have shaped the present day travel and tourism industry and how key trends and factors are likely to shape the industry in the future			
D2	recommend and justify how the travel and tourism industry could respond to key trends and issues affecting the future development of travel and tourism			

Learner declaration

I declare that all the work submitted for this assignment is my own work or, in the case of group work, the work of myself and the other members of the group in which I worked, and that no part of it has been copied from any source.

I understand that if any part of the work submitted for this assignment is found to be plagiarised, none of the work submitted will be allowed to count towards the assessment of the assignment.

Signed: Date:

Understand how recent developments have shaped the present day travel and tourism industry and the trends and factors affecting the development of travel and tourism

WHAT YOU WILL LEARN IN THIS ASSIGNMENT

In LO3 you will have learnt about:

- recent developments: from the 1960s to the present day; legislation; product development; destination development; technological development; transport development; lifestyle changes

- present day travel and tourism industry: products and services; business operations; consumer demand; types of organisations; competition; numbers employed in the travel and tourism industry; contribution to countries gross domestic product (GDP).

In LO4 you will have learnt about:

- trends: increased frequency of holidays; greater flexibility (of booking, of products); more independent travellers; adventure travel; new destinations; growth and expansion of regional airports

- factors: natural disasters; health warnings and epidemics; terrorism; environmental issues, cost of travel

- development: new products and services; retail and business travel operations; consumer demand; distribution methods.

ASSIGNMENT OBJECTIVES

To demonstrate understanding of the ways in which recent developments have shaped the travel and tourism industry and the key trends and factors that will affect the future development of travel and tourism.

You should demonstrate achievement of Learning Outcomes 3 and 4 of Unit 1: Investigating Travel and Tourism:

- describe and explain how recent developments have shaped the present day travel and tourism industry
- describe, explain and recommend how trends and factors have and will affect the development of travel and tourism.

WHAT YOU WILL DO IN THIS ASSIGNMENT

In this assignment you will use class notes and additional research to produce a time-line of recent developments in a specific sector of the travel and tourism industry and a description of how trends and factors have affected this development.

In addition, following individual research you will present a proposal of justified recommendations on how your chosen sector should respond to future development.

TASK INTRODUCTION

The main focus of this assignment is for you to describe and explain how recent developments, trends and factors have shaped and affected the travel and tourism industry. You will produce a detailed time-line showing one such development, together with an explanation of the key factors and trends responsible for the development.

In a separate activity, you will present a 10-minute proposal to a panel of fellow learners on your recommendations on how the travel and tourism industry could respond to specific trends and factors in the future.

TASK 1 AND GRADING CRITERION COVERED

Task 1(a)

This task provides evidence for grading criterion P4.

For this task you are going to describe the development of one sector of the travel and tourism industry. Select one of the following or an alternative development of your choice:
- budget airlines
- all-inclusive holidays
- theme park holidays
- eastern European city breaks
- sports event holidays
- time-share holidays.

Create a time-line showing the main stages in development from the 1960s (or later if applicable) to the present day.

TASK 1 AND GRADING CRITERIA COVERED

Task 1(b), P5, M3

This task provides evidence for grading criteria P5, M3.

Based on the development that you selected for Task 1(a), identify and describe how trends and factors have affected this development. You should select at least three trends and three factors from the list of each of the two columns below.

Trends	Factors
Increased frequency of holidays	Natural disasters
Greater flexibility of booking	Health warnings and epidemics
Greater flexibility of products	Terrorism
More independent travellers	Environmental issues
Adventure travel	Cost of travel
New destinations	
Growth and expansion of regional airports	

Based on your description of the key trends and factors, explain how you see your selected type of holiday developing in the future.

Task 2

This task provides evidence for grading criteria D2.

Based on the development that you selected for Task 1(a) and the key trends and factors that you explained in Task 1(b) prepare and present a 10-minute proposal to a panel of three fellow learners recommending how you think the industry should respond to key trends and issues in the future and how you see the product developing successfully. Be prepared to answer questions from the panel.

GUIDANCE NOTES

You will need to work through the tasks in a logical order, as the early tasks in the assignment will help you to work through the later ones more easily.

For Task 1 you may elect to base your investigation on a general development rather than the specific types of holiday given. For example, you may investigate transport development as a whole and describe developments in terms of air, sea, rail and road transport. Alternatively you could elect to investigate a specific destination that they are familiar with.

Evidence for the proposal for Task 2 should be in the form of presentation notes/script, a copy of PowerPoint slides or equivalent (if used), and a peer evaluation and observation sheet by the assessor.

Each criterion is individually assessed and you must make sure that you have adequately covered each criterion by including the specified content at the right level.

P4 Describe recent developments (from the 1960s onwards) that have shaped the present day travel and tourism industry

You must be able to produce a description that draws on evidence from a relevant and substantial development that has occurred since the 1960s. Suggestions are provided but suitable alternatives may be selected. As well as a historical account of development, your work should include a description of the development at each key stage.

P5 Describe the key trends and factors that will affect the development of travel and tourism

You must be able to produce a detailed description of at least three trends and three factors that have and will affect their chosen development. The selection of trends and factors must be specific and relevant to the selected development.

M3 Explain how recent developments have shaped the present day travel and tourism industry and how key trends and factors are likely to shape the industry in the future

Based on the evidence presented for P4 and P5 you should explain how the developments, trends and factors are likely to shape the industry in the future. Your

explanation should be realistic and relate directly to findings in the evidence for P4 and P5.

D2 Recommend and justify how the travel and tourism industry could respond to key trends and issues affecting the future development of travel and tourism

You need to make objective, justified and substantiated recommendations as to the ways in which the travel and tourism industry could respond in the future to trends and issues. Your recommendations should be realistic and draw on a wide range issues that are occurring in the travel and tourism industry in general. There should be clear evidence that you can identify how key trends have developed and are developing, and the impact that this is likely to have in the future.

Understand how recent developments have shaped the present day travel and tourism industry and the trends and factors affecting the development of travel and tourism

ASSIGNMENT OBJECTIVES

To demonstrate understanding of how recent developments have shaped the present day travel and tourism industry and the trends and factors affecting the development of travel and tourism.

The learner should demonstrate achievement of Learning Outcomes 3 and 4 of Unit 1: Investigating Travel and Tourism:

- describe and explain how recent developments have shaped the present day travel and tourism industry
- describe, explain and recommend how trends and factors have and will affect the development of travel and tourism.

WHAT YOUR LEARNERS WILL DO IN THIS ASSIGNMENT

In this assignment learners will use class notes and additional research to produce a time-line of recent developments in a specific sector of the travel and tourism industry and a description of how trends and factors have affected this development.

In addition, following individual research they will present a proposal of justified recommendations on how their chosen sector should respond to future development.

WHAT THEY WILL LEARN IN THIS ASSIGNMENT

In LO3 they will have learnt about:

- recent developments: from the 1960s to the present day; legislation; product development; destination development; technological development; transport development; lifestyle changes
- present day travel and tourism industry: products and services; business operations; consumer demand; types of organisations; competition; numbers employed in the travel and tourism industry; contribution to countries gross domestic product (GDP).

In LO4 they will have learnt about:

- trends: increased frequency of holidays; greater flexibility (of booking, of products); more independent travellers; adventure travel; new destinations; growth and expansion of regional airports
- factors: natural disasters; health warnings and epidemics; terrorism; environmental issues; cost of travel
- development: new products and services; retail and business travel operations; consumer demand; distribution methods.

GRADE SCHEME (WHAT IS REQUIRED FOR EACH GRADING LEVEL)

P4 Describe recent developments (from the 1960s onwards) that have shaped the present day travel and tourism industry

Learners must be able to produce a description that draws on evidence from a relevant and substantial development that has occurred since the 1960s. Suggestions are provided but suitable alternatives may be selected. As well as a historical account of

development, the learners' work should include a description of the development at each key stage.

P5 Describe the key trends and factors that will affect the development of travel and tourism

Learners must be able to produce a detailed description of at least three trends and three factors that have and will affect their chosen development. The selection of trends and factors must be specific and relevant to the selected development.

M3 Explain how recent developments have shaped the present day travel and tourism industry and how key trends and factors are likely to shape the industry in the future

Based on the evidence presented for P4 and P5, learners should explain how the developments, trends and factors are likely to shape the industry in the future. Their explanation should be realistic and relate directly to their findings in the evidence for P4 and P5.

D2 Recommend and justify how the travel and tourism industry could respond to key trends and issues affecting the future development of travel and tourism

Learners need to make objective, justified and substantiated recommendations as to the ways in which the travel and tourism industry could respond in the future to trends and issues. Their recommendations should be realistic and draw on a wide range of issues that are occurring in the travel and tourism industry in general. There should be clear evidence that the learner can identify how key trends have developed and are developing, and the impact that this is likely to have in the future.

GUIDANCE NOTES

For Task 1, learners may elect to base their investigation on a general development rather than the specific types of holiday given. For example, they may investigate transport development as a whole and describe developments in terms of air, sea, rail and road transport. Alternatively they could elect to investigate a specific destination that they are familiar with.

Evidence for the proposal for Task 2 should be in the form of presentation notes/script, a copy of PowerPoint slides or equivalent (if used), and a peer evaluation and observation sheet by the assessor.

Understand how recent developments have shaped the present day travel and tourism industry and the trends and factors affecting the development of travel and tourism

TASK NUMBER, TASK DETAIL AND GRADING CRITERIA COVERED

Task 1(a) (P4)

You need to select one major development that has occurred since the 1960s and is still having an effect on the travel and tourism industry. Your time-line should extend from the 1960s to the present day. If the actual development started later than this date (for example, budget airlines) then start at the date that you identify as being the beginning of the development. It is not sufficient evidence to simply provide an historical description of the development. At each stage of development you need to give a clear and accurate description of what actually happened. For example, you might identify transport development with the introduction of the Channel Tunnel as having an affect on the French time-share market. Your time-line should show a clear path of increasing development as the market grows.

Task 1(b) (P5, M3)

This task requires you to use the evidence that you collected in Task 1(a) and expand your description to include the key trends and factors that affected the development, and explain how you think they will shape the industry in the future.

You should begin by identifying a minimum of three trends and three factors that have affected the development that you described in Task 1(a). Ensure that the trends and factors you select are specifically relevant to your chosen area of development. For example, 'growth and expansion of regional airports' is particularly relevant to budget airline development but not as relevant if you are looking at theme park holidays. Similarly 'increased frequency of holidays' is more relevant to Eastern European city breaks than it is to all-inclusive holidays.

Having described three trends and three factors, you should then explain how they individually and collectively might affect future development. For example, sports event holidays may become increasingly popular in the future due to a combination of greater flexibility in booking; increased frequency of holidays; cheaper air travel; etc. You may continue this line of reasoning by explaining how specialist sports tour operators are likely to increase and the likely affect of such competition in driving down the costs to the customer.

Task 2 (D2)

For this task you will need all of the evidence that you produced for Tasks 1 and 2. You are required to propose and justify how key organisations should respond in the future to the trends and issues within their sector. This will require you presenting a range of realistic proposals on courses of action that they could take to ensure their future success. Such proposals might include new products and services that they could offer to meet consumer demand, different channels of distribution and how they could maintain a competitive advantage. Your proposal should include how they are going to overcome potential negative trends and issues. For example, the possible negative impacts that

health warnings and epidemics might have on long-haul all-inclusive holidays. Similarly, for any form of packaged holiday, you might consider the impact of the trend in more independent travel and how this may be negated by recent trends in dynamic packaging and internet sales/marketing. Your recommendations should be supported by a justification of the ways in which it will help meet the needs of future tourists. For example, if you have recommended that the time-share market should, in future, increase integration and partnerships with transport principals such as car hire companies and budget airlines, this could be justified in terms of tapping into the trends of increased frequency of holidays (i.e. taking more/shorter holidays) and cheaper costs of transport.

GRADING COMMENTS

Task 2

It is expected that learners produce evidence for the presentation of their proposal in the form of presentation notes/script, PowerPoint slides or equivalent (if used), peer evaluation and an observation sheet.

1. Types of tourism

Tourism can be broadly categorised into three distinct groups – domestic tourism (travel within the borders of the UK by UK citizens), outbound tourism (travel outside the UK by UK citizens) and inbound tourism (travellers from other countries visiting the UK). The volume and nature of each of these types of tourism is subject to constant change, which is of particular interest to UK-based travel and tourism organisations, to enable them to plan for future demand and produce products and services that meet the needs of tourists.

The Office of National Statistics produces frequent and regular reports on the volume of all three types of tourism and their latest report 'Transport, Travel and Tourism', in 2006, identified some interesting trends and developments.

In terms of outbound tourism the top five countries visited by UK citizens in 2005 were (growth in visits from 2003-2005 is shown in brackets):

1. Spain (2%)
2. USA (15%)
3. France (14%)
4. Irish Republic (16%)
5. Greece (16%)

However, the largest growth in visitor numbers from 2003 to 2005 was in countries that are relatively new tourist destinations such as (growth in visits from 2003-2005 is shown in brackets):

1. Bulgaria (67%)
2. Hungary (53%)
3. Czech Republic (31%)

Amongst those UK citizens who travelled to Europe the largest increase in reason for travel was seen in those going to visit friends and relatives (19%) as opposed to a holiday (4%) or business (6%).

Inbound tourism statistics also indicated some interesting trends. From 2003 to 2005 the number of nights that inbound tourists stayed in particular destinations grew as shown below:

- London – 16%
- England (other than London) – 21%
- Scotland – 35%
- Wales – 48%

London remains the most popular destination for incoming tourists with Edinburgh, Manchester, Birmingham and Glasgow taking the next four places.

activities

Task 1

Spain has been the favourite overseas holiday choice of UK holidaymakers for 40 years. In pairs, discuss why you think the growth in UK tourists appears to be declining in comparison to the other four destinations given. Present your ideas to the rest of the group.

Task 2

As a group, brainstorm ideas on why you think the VFR (visiting friends and relatives) market is showing the largest growth in outbound tourism within Europe. Summarise your top five reasons in order of importance.

Task 3

Using on-line newspapers identify the changes that have taken place in Bulgaria, Hungary and the Czech Republic during the last 17 years and explain how this may account for their rapid increase in popularity as holiday destinations. Write a short report explaining your findings.

Task 4

Wales and Scotland are currently showing the largest increase in inbound visitor stays. Working in groups of 3 or 4, research one of these countries and produce a poster showing some of the key tourist destinations within the country.

Task 5

Whilst it might be predicted that London and Edinburgh would be popular incoming tourist destinations, the next three (Manchester, Birmingham and Glasgow) might not have been so expected. Investigate why they are so high on the list of destinations. You should consider the following:

- heritage and culture
- short breaks
- business and conference
- hospitality and entertainment
- transport connections.

Task 6

Using industry reports and the internet, research the volume of domestic tourism and the trends in the UK destinations that UK tourists choose to visit. Present your findings in tabular and graphical format.

2. Tour operators and chains of distribution and integration

The UK tour operating market is dominated by four major operators – Thomas Cook, TUI, MyTravel and First Choice. All four have expanded rapidly over the last decade and taken advantage of the benefits of vertical and horizontal integration.

The First Choice organisation has horizontally integrated a range of distinct package holiday companies designed to appeal to different and specific types of holidaymakers. These include their main operating brand 'First Choice Holidays' as well as 2wentys, Sunstart, Sovereign, Falcon and JWT Holidays.

The company's backward vertical integration strategy has resulted in the acquisition of or partnership with numerous travel principals including First Choice Airlines, First Choice Car Hire, Hotelopia Worldwide Hotels and First Choice Extras that offers airport parking and hotels.

Forward vertical integration encompasses three chains of retail outlets – First Choice Retail, a network of travel agencies across the UK, and First Choice Travel Shops that are situated in major ASDA stores. The third and newest retail chain, First Choice Holiday Hypermarkets, is located in shopping malls within hi-tech shops. In addition, customers can book holiday products by phone, mail or on the First Choice website.

This strategy of integration has helped First Choice to secure a place as one of the UK's leading tour operators. However, other tour operators are equally keen to maintain a competitive advantage in the face of increasingly stiff competition from on-line travel companies such as lastminute.com and no-frills airlines such as Ryanair and easyJet. In February 2007, Thomas Cook announced a possible merger with MyTravel – a move that is predicted to more than double Thomas Cook's current travel revenue. Less than a month later TUI stated their intention to merge with First Choice.

activities

Task 1

Obtain a selection of First Choice holiday brochures and investigate each of their package holiday brands. Present your findings in the form of a table with the following column headings.

- Brand name
- Types of holidays offered
- Destinations offered

- Typical costs
- Types of customer that it would appeal to

Task 2

Design a poster showing the horizontal, backward and forward integration of the First Choice group. Try to obtain logos of each of the company's brands to enhance your poster.

Task 3

Conduct small group discussions to identify the ways in which the planned merger of Thomas Cook and MyTravel might provide a competitive advantage over no-frills airlines, on-line travel companies and other tour operators. It would help your discussion if you prepared in advance by investigating the main operating brands of both Thomas Cook and MyTravel. Summarise the findings of each group on flipchart paper.

Task 4

Identify and investigate an independent tour operator and the products that it offers. Compare the channels of distribution that it uses with those used by First Choice. Explain ways in which First Choice might have a competitive advantage over the independent operator in terms of channels of distribution.

Task 5

In pairs produce and deliver a 10-minute presentation on the potential future impact of continuing integration and interdependency within tour operating on one of the following:

- independent travel agencies
- channels of distribution
- no-frills airlines
- specialist independent tour operators
- customers.

3. Transport provision

Work on building the Channel Tunnel started in 1987 following agreement from the French and British governments to commission a private company to undertake the project and resulted in its opening in 1994. There are, in fact, three separate tunnels linking Folkestone in the UK to Calais in France - two single-track rail tunnels and a third that is used for services and emergency exits. Passengers can opt to travel in their own transport or by Eurostar – crossing from Folkestone to Calais in just 35 minutes. The high speed train, Eurostar, originates from Waterloo International Terminal in London, travelling to Ashford, Kent and then on to Folkestone where it travels through the Channel Tunnel to Calais. From here there are direct services to Paris, Disneyland Resort, Lille, Avignon and Brussels. Further connecting services link to most major European towns and cities. In November 2007 the UK services will switch from Waterloo to St Pancras International in London – cutting 22-25 minutes off the journey time.

Eurostar offers three categories of service:

Business Premier - Our highest level of service that offers the total freedom to work in exclusive, comfortable surroundings. Includes fast track check-in, fine food and wine and access to our wireless-enabled lounges.

Leisure Select - Leisure Select is perfect for those of you wishing to treat yourself to a short break in style. You can enjoy a large comfortable seat where we'll serve you champagne and a three-course meal from our exclusive menu.

Standard - A reserved seat in a spacious air-conditioned carriage with an on-board bar buffet is what you get as standard with us.

(source - www.eurostar.com)

activities

Task 1

Many passengers use Eurostar in combination with other forms of transport to reach their destination. For each of the passengers below, find out which transport providers they could use and which stations/airports they would travel through to reach Waterloo International Terminal. Remember to consider any connecting transport that might be necessary such as tube/taxi:

- a family from Bristol travelling by train to Disneyland Resort, Paris

- a couple from York travelling by coach for a weekend break in Lille

- a businesswoman from Manchester travelling by air to London for a meeting and then on to Paris by Eurostar.

Task 2

Based on the passengers above and using a blank European map, draw the route for each passenger/s showing each transport terminal clearly.

Task 3

Coach companies use both the Channel Tunnel and cross channel ferries to access Europe. Assess the advantages to a coach company of using each form of channel crossing in terms of:

- cost
- convenience
- speed
- reliability
- suitability of services and facilities provided.

Task 4

Based on your assessment for the last task, suggest and justify which form of crossing the channel would be most suitable for each of the following coach parties:

- a group of retired people visiting World War 2 battlefields in Northern France
- a party of 40 primary schoolchildren going to Brussels to visit the European Parliament
- a hen party of 30 young women going to Paris for the weekend.

Task 5

Eurostar consider the airlines, rather than ferries, to be their main competition. Select one international airline and evaluate how the classes of travel offered by the airline compare with the Business Premier, Leisure Select and Standard classes offered on Eurostar.

Task 6

Many predicted that the Channel Tunnel would herald the end of cross channel ferries. However, heavy investment by Ferry companies in up-grading facilities and the introduction of the new 'super ferries' proved this prediction to be ill-founded. Investigate the facilities and services offered on cross channel ferries and explain how ferry companies compete with the Channel Tunnel. As a group, discuss what future developments you predict might happen in cross channel transport.

4. Roles and responsibilities of travel and tourism organisations (not-for-profit sector)

The National Trust is a registered charity that operates in England, Wales and Northern Ireland. They currently look after 300 historic properties, gardens and industrial monuments, as well as working to protect areas of countryside and coastline. The Trust is completely independent of government and secures its income from membership fees, legacies and donations. It also raises significant revenue through its commercial activities, such as entrance fees to properties, hospitality, holiday cottages, retail goods and gift shops. They invest more than £160 million a year in projects aimed at protecting and enhancing the nation's environment, working closely with a large number of public and private-sector organisations. Whilst most people associate the National Trust simply with historic buildings, 80% of their properties that are open to the public run at a loss.

The Trust employs a large number of paid employees; however, they also rely heavily on the contributions of volunteers. Their main objectives are:

- protecting natural and built heritage
- helping to foster the life of villages and rural communities
- developing sustainable agriculture
- promoting good environmental practices
- archaeology, including industrial archaeology
- volunteer involvement and community programmes
- education, both formal and informal and
- providing access and leisure opportunities, including events.

These objectives are achieved in three main ways:

- through practical conservation
- through the learning and discovery of visitors
- by encouraging people to visit and enjoy their national heritage.

The Trust also runs specific campaigns that reflect their commitment to current heritage and environmental issues. Such campaigns include:

History matters - a public campaign to demonstrate the public's commitment to the heritage in ways that can be used to shape the attitudes of the media, opinion formers and government.

Local food - to inspire consumers to eat local, seasonal and sustainably produced food.

Wildlife - helping people to understand and become inspired by our wildlife, countryside and green spaces.

Climate change – to engage people with the impact of climate change, explaining what we are doing to manage its impacts on our properties and providing information on the steps we can all take to reduce our contribution to the problem.

activities

Task 1

Draw a table with the eight main objectives of the National Trust as the column headings. Consider the three main ways in which they achieve their objectives as outlined above and explain for each objective how they might specifically meet it.

Task 2

In pairs, identify a National Trust property within your region. Research the property and create a display board showing the main features, facilities, products and services offered at the property.

Task 3

Using a range of sources, identify and describe what is meant by a 'registered charity' and explain the advantages to an organisation of having registered charity status. Identify five organisations within the travel and tourism industry that are registered charities.

Task 4

Design an advertising flyer promoting one of the National Trust's current campaigns. You can use one of those listed above or visit their website (www.nationaltrust.org.uk) for details of more recent campaigns. Once completed, exchange your flyer with another member of the group and evaluate your partner's flyer in terms of which of the National Trust's objectives it achieves.

Task 5

In small groups, select one of the not-for-profit organisations below (ensure that each group selects a different organisation). Give a 5-minute presentation on your organisation to include details of the history, who they are accountable to, main activities and objectives of the organisation.

- English Heritage
- Heart of England Tourist Board
- ABTA (Association of British Travel Agents)
- The Arts Council

- Tourism Concern
- Yorkshire Forward
- VisitBritain
- DCMS (Department for Culture, Media and Sport)

5. Roles and responsibilities of travel and tourism organisations (profit sector)

The Merlin Entertainments Group operates six distinct brands across Europe:

- **LEGOLAND** in Windsor, UK; Denmark; California, and Germany
- **SEA LIFE** with 23 centres across the UK and Europe
- **The Dungeons** in Edinburgh, York, Hamburg and Amsterdam
- **Earth Explorer** in Belgium
- **Gardaland** in Italy
- **LEGOLAND Discovery Centre** in Berlin

In March 2007 the company announced that they were buying the Tussauds Group, which includes Madame Tussauds, Chessington World of Adventure, Warwick Castle, Thorpe Park, Alton Towers and the London Eye. This will make them the second largest visitor attractions company in the world after the Disney Corporation. Merlin's objectives are summed up by their vision and values:

> *'Merlin Entertainments Group is a leading name in location-based, family entertainment. Its aim is to deliver unique, memorable and rewarding experiences to millions of visitors across its growing estate, and it achieves this objective largely thanks to the commitment and passion of its managers and employees. Merlin's brands, while being household names, will never fail to be distinctive, challenging and innovative. They will, in short, have attitude! They will deliver the best financial returns in the sector and demonstrate a record of growth in market share that will be unrivalled. In every respect and to every group of stakeholders, Merlin will always be an exciting company to be involved with.'*

The organisation also has clearly stated social objectives that include:

- respecting local social and environmental issues
- worldwide campaigning and rescue activities
- working in partnership with the communities in which they operate.

The newly acquired Tussauds Group also brings with them a range of established social responsibilities. They are in partnership with the NSPCC, supporting their 'FULL STOP' campaign to stop cruelty to children, as well as supporting charities such as the Make a Wish Foundation, the Variety Club of Great Britain and the Children with Special Needs Foundation. In terms of protecting the environment, the organisation operates a Green Travel Plan at Alton Towers and promotes water conservation, energy use reduction and waste recycling.

activities

Task 1

Using Merlin's vision and values statement list their main organisational objectives and explain the ways in which you think they might achieve them.

Task 2

In pairs, discuss what Merlin Entertainments Group mean by the following in their vision and values:

- 'best financial returns in the sector'

- 'record growth in market share'

- 'every group of stakeholders'.

Task 3

Using the information on the National Trust in Case study 4 compare and contrast the roles and responsibilities of the Merlin Entertainments Group and the National Trust. Summarise by explaining how and why their objectives differ.

Task 4

As a group, discuss why an organisation such as Merlin Entertainments Group puts such emphasis on social and environmental responsibilities. Summarise your discussion by listing the main advantages to the organisation of undertaking these responsibilities.

Task 5

In small groups, select one of the following profit sector organisations and produce a poster showing their main financial and social objectives and responsibilities.

- Center Parcs

- British Airways

- Club 18-30

- The Deep in Hull

- Rank Organisation

- Virgin Trains

6. Recent developments in travel and tourism

The origins of seaside towns developing into tourist destinations can be traced back to the eighteenth century when increasing emphasis was being placed on good health. The health-enhancing minerals of spa waters led to resorts such as Scarborough, Brighton and Southend-on-Sea becoming popular spa resorts. During the nineteenth century, King George III and George the IV helped to put the Royal seal on this leisure pursuit by their frequent visits to bathe in sea waters in Brighton – a practice that at the time was recommended by doctors as being extremely good for the health. At the same time significant developments in rail travel meant that many were able to enjoy a break beside the seaside. By the end of the nineteenth century, holidays to the seaside had extended to the working classes with resorts such as Llandudno, Blackpool, Cleethorpes and Eastbourne becoming popular destinations. The working classes were further encouraged by the introduction of the holiday camps – the first, in Skegness, opening in the 1930s.

For decades, domestic holidays were the norm for most UK citizens until the advent of Mediterranean package holidays in the 1960s. British seaside resorts were suddenly facing stiff competition from European destinations that offered guaranteed good weather, warm seas, cheap prices and the promise of 'foreign adventure'. During the same period, many UK seaside towns had failed to invest in improvements and their product was beginning to look tired, rundown and old-fashioned.

In recent years 'renaissance' has become the buzz word for many resorts – a large number of whom have designated renaissance officers and teams. These resorts have looked at ways of regenerating their areas and developing products that satisfy the needs of existing and (more importantly) new markets. There are signs of substantial growth in the business, short break and day trip markets to seaside destinations. Some destinations have focused on a specific unique selling point (USP) such as Southport's regeneration as a classic resort. For many such resorts the future is looking a great deal brighter. Whilst visitors may no longer come for the traditional fortnight of 'buckets and spades and donkey rides', they are beginning to come back again – to the resorts which have moved with the times and developed the products that meet the needs of the modern tourist.

activities

Task 1

The conference and business market is currently growing in many seaside resorts. In small groups, select one of the following destinations:

- Brighton
- Torquay
- Bournemouth
- Blackpool
- Scarborough.

Produce a fact sheet for the rest of the groups on the conference and business facilities that are offered and other travel and tourism products that support the business market within the area. You should consider accommodation, transport and entertainment.

As a group, compare the findings from your fact sheets and discuss which destinations might have the competitive edge in terms of location and facilities.

Task 2

Using a range of sources, individually investigate one UK seaside resort that has a renaissance/regeneration officer or team.

Identify all of the initiatives that are taking place in your chosen resort and the markets that they are aimed at.

Prepare and present a short presentation to the rest of your group outlining your findings.

Task 3

Newquay in Cornwall is a good example of a seaside resort that has recently developed by establishing itself in a specific, and very lucrative, market. In pairs:

- research the main markets that Newquay aims to attract.
- explain the products and services that they offer to support this market.
- identify their main competitors within the UK.
- compare Newquay with the competitors that you have identified in terms of their ability to meet the needs of their target market.

Task 4

Technological advances have provided the tourism industry with exciting possibilities for new visitor attractions and facilities, including computer-generated interpretation, simulation experiences, theme park attractions and virtual reality. In small groups, devise a product proposal for a technology-based visitor attraction that could be created in a British seaside resort and identify which resort you feel it would be suited to. Present your proposal in a 'Dragon's Den' setting to a panel of three judges and try to

convince them that your proposal is realistic and feasible. You might carry out some initial research into similar developments that are currently taking place.

Task 5

The last 50 years has seen rapid development of all types of transport but, at the same time, there is a growing awareness of the environmental damage that frequent travel can have – particularly air and car travel. Evaluate the potential impacts of this environmental awareness on demand for UK seaside tourism by completing the table below.

Type of transport	Potential positive impacts	Potential negative impacts
Air		
Road		

Task 6

It is said that we are rapidly becoming a 'money-rich, time-poor society' with many earning higher salaries but needing to work so hard that they have less time to enjoy their money.

- In small groups, identify which tourism products are likely to have benefited from this trend and which are likely to have suffered.

- Select one of the products that you have identified as likely to have benefited and explain the key features of the product that are particularly attractive to the 'money-rich, time-poor' market.

- Based on the product that you have selected, evaluate who their main competitors might be and explain why.

7. Trends and factors affecting the development of tourism

Tanzania is a country on the east coast of Africa on the Indian Ocean, bordered by a number of other African countries including Kenya, Zambia and Mozambique. In common with many similar countries it has experienced a rapid increase in tourism in recent years due to its stunning landscapes and wildlife. Many tour operators offer packages to Tanzania such as the one described below from Exodus Travel.

Hiking and game drives in Ngorongoro

This camping safari combines popular areas with a few that are seldom seen by Western visitors. Ngorongoro has the greatest concentration of animals on the African continent, and in the Serengeti we have an excellent chance of spotting some of its large lion population. We walk in the wild pristine landscape together with the Masaai, their cattle, and the wildlife. During our climb of one of the many extinct volcanoes in the area we should witness breathtaking views over the whole of the Ngorongoro. Travel by safari vehicle on rough roads, and on foot. Group sizes of min. 4, max. 12, plus leader, cook and appropriate staff. 5 nights full service camping accommodation and 2 nights in a lodge.

Source: http://www.exodus.co.uk/holidays/ayf.html

In 2006, Exodus was given the British Travel Awards 'Most Environmentally Responsible Tour Operator' award.

However, travel to Tanzania is not without its dangers. The Foreign and Commonwealth Office issued the following advice in April 2007:

- There is a high threat from terrorism in Tanzania, including Zanzibar, as there is in other East African countries.
- Armed robberies are increasing, both at remote sites and in urban centres, including Dar es Salaam.
- The main health risks are malaria and minor infections. In February 2007 there was an outbreak of Rift Valley fever (a mosquito-borne disease). There are regular outbreaks of cholera in Tanzania, and there is also a high prevalence of HIV/AIDS.

In 2006, the Tanzanian government increased entrance fees to many attractions, such as Mount Kilimanjaro and the Serengeti National Park, by up to 100% in an attempt to limit the number of visitors and hence protect the environment. In addition, the new National Marketing Strategy aims at encouraging tourists to visit during the low season so that numbers are distributed throughout the year. Many

tour operators fear that these changes will make Tanzania too expensive for many travellers.

activities

Task 1

Adventure travel is one of the fastest growing areas of tourism. As a group, discuss what you think the key features of a holiday in Tanzania are, who they would appeal to and why.

Task 2

In pairs select one of the following destinations and research the types of adventure holidays offered. Present your findings to the rest of the group.

- Tibet
- Costa Rica
- Vietnam
- Chile
- Venezuela
- Peru
- Nepal.

Task 3

Based on the destination that you used in Task 2, visit the Foreign and Commonwealth Office's website (www.fco.gov.uk) and research what travel advice they give for your destination. Produce a fact sheet giving advice for travellers to the destination.

Task 4

Using a range of sources, such as trade journals, newspapers and the internet, identify two current examples of each of the following:

- natural disasters
- health warnings or epidemics
- terrorist activities.

Give a short presentation to the rest of the group on the potential impacts of each on the tourism industry.

Task 5

Identify and research 3 examples of responsible tour operators. Explain the main products and services that they offer and the ways in which these constitute responsible tourism.

Task 6

As a group, discuss the ways in which you predict the travel and tourism industry developing in the next 20 years. You might consider:

- developments in technology and transport

- lifestyle changes

- distribution methods

- education.