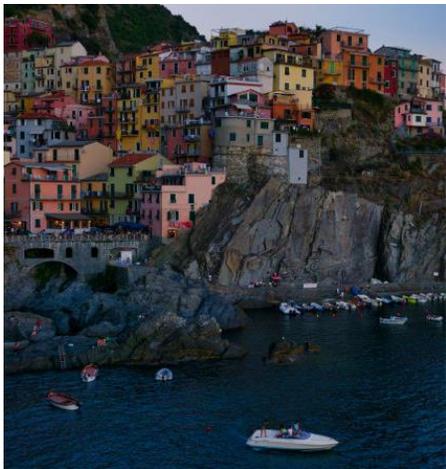


A black suitcase with several travel stickers is positioned in the center of the frame. The suitcase is resting on a world map, which is the background of the entire image. The map shows various continents and oceans, with labels like 'NORTH ATLANTIC OCEAN' and 'SOUTH ATLANTIC OCEAN'. The suitcase has stickers for 'CAIRO', 'MEXICO', 'HARRISON HOTEL', and others. The text 'Welcome to Travel and Tourism' is overlaid on the suitcase in a large, white, sans-serif font.

Welcome to Travel and Tourism

*BTEC Level 3 National Extended Certificate
in Travel and Tourism*



*Hello and welcome to Level 3
Travel and Tourism.*

*In these sessions you will find a
selection of activities to prepare
you for the start of the course.*

*We look forward to meeting and
teaching you in September!*

Unit 1: The world of travel and tourism



Types of travel and tourism

Before we can look more at the travel and tourism industry you also need to know about the types of travel and the different types of tourism

Different Types of Travel

There are many types of travel motivations (reason why people travel) but for statistical purposes they are categorised according to their purpose of travel:

- **Leisure Travel** - includes travel for holidays, cultural events, recreation sports.
- **Business Travel** - includes all travel for business reasons such as meetings, conferences and exhibitions; usually business travellers have their expenses paid by their company.
- **Visiting Friends and Relatives (VFR)** - includes all travel for the purpose of meeting friends and relatives, either within your own country or abroad.

Types of travel and tourism

Different Types of Tourism

- **Domestic Tourism** – Taking Holidays and Trips in your own country. An example of domestic tourism for UK residents would be, a family from Birmingham in the Midlands taking a short break to the seaside resort of Blackpool.
- **Inbound Tourism** – Visitors from overseas coming into the country. Generally, when we use the term inbound tourism in the UK we are referring to the people from different countries travelling to UK. E.g. a tourist coming from the USA to the UK
- **Outbound Tourism** – Travelling to a different country for a visit or a holiday. Generally, when we use the term outbound tourism in the UK we are referring to the UK residents travelling out of the UK. For example, you are an outbound tourist from the UK if you go to Spain on holiday.

Task 1: complete the table below to classify the different types of travel and tourism

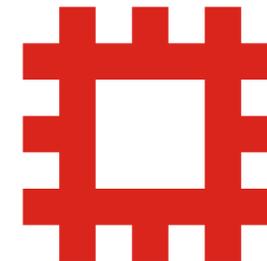
Example	Type of Tourism	Type of Travel
Raj is going on Holiday to Bournemouth. He lives in Leicester.		
Year 11 at Chichester Village College are going to visit Leeds Castle for the day.		
Sheena and Donald are going to Madrid for a weekend break. They live in Glasgow.		
Mary is a sales director for a UK company. She is going to a sales conference in Barcelona.		
The Patel family are going on holiday to Disney Land, Paris.		
Jerry lives in London. He goes to visit his father in Dublin every Christmas.		
Mario is visiting the UK from Spain to undertake a language course.		
Marianne is taking a holiday in the UK. She lives in Austria.		

Types of travel and tourism organisations

- In the UK travel and tourism organisations can be private businesses, public or government run organisations, voluntary organisations or even charities
- Often these organisations work together
- You will be familiar with many of these from day trips, short breaks or holidays you have taken



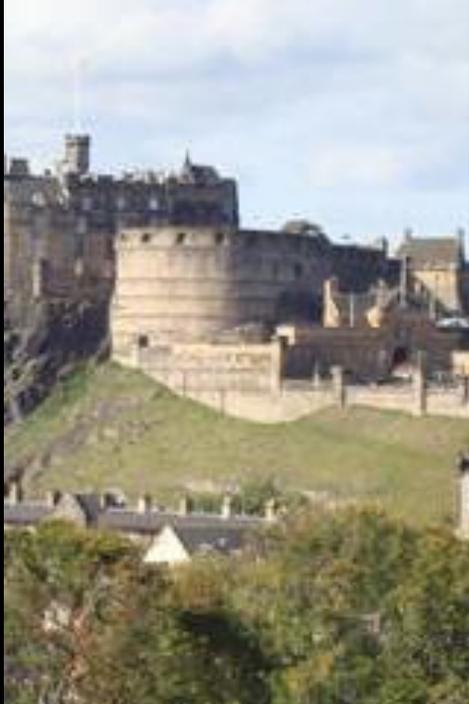
Task 2: Name each of the Travel and Tourism organisations below and state whether each is a private (owned by an individual), public (funded by the government) or voluntary organisation (usually funded through charity and donation)



Key sectors of the travel and tourism industry

- Different sectors of the travel and tourism industry provide different products and services
- Each sector relies on one or more of the others to operate
- You are going to look at one of those sectors in this task that you may well be familiar with; visitor attractions
- This sector is important to domestic tourism as well as inbound tourism
- There are hundreds of types of visitor attractions, that you will learn more about during the course but you are just going to choose one today....





Task 3: Choose one of the following historic attractions:

Chatsworth House, Tower of London, Hadrian's Wall, Stonehenge, Edinburgh Castle or Roman Baths at Bath.

Find out:

- 1. How many visitors it has had over the last few years? Have numbers gone up or down, and by how many?**
- 2. Why did the place become a visitor attraction?**
- 3. Who owns it now?**
- 4. What products and services does it offer?**