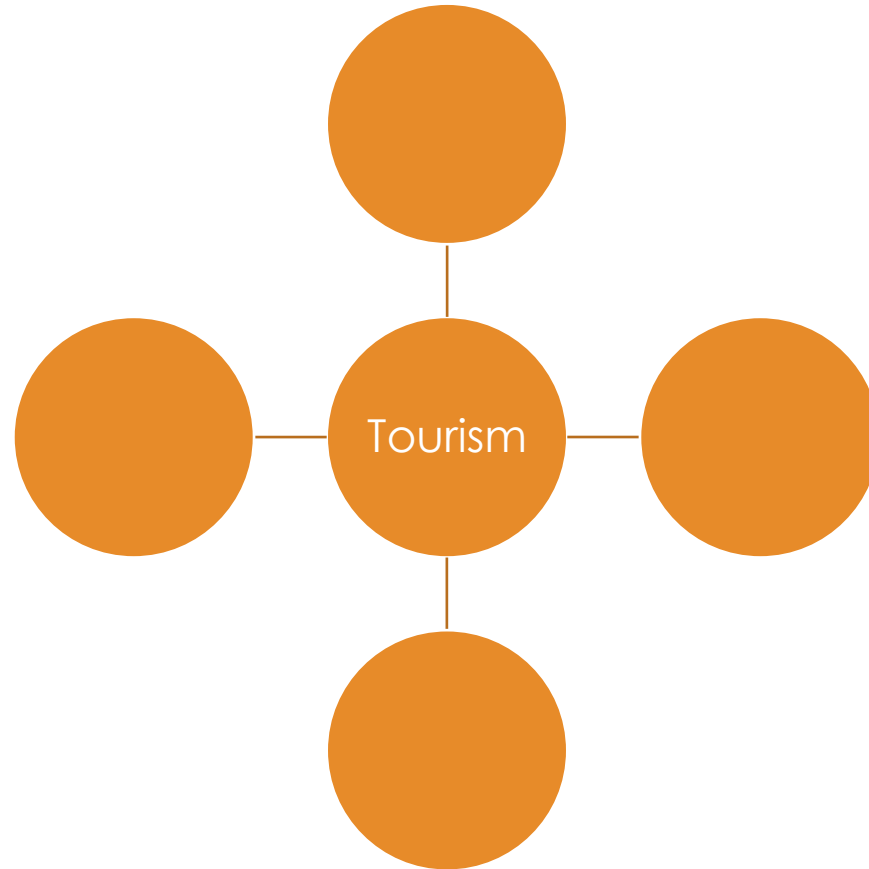




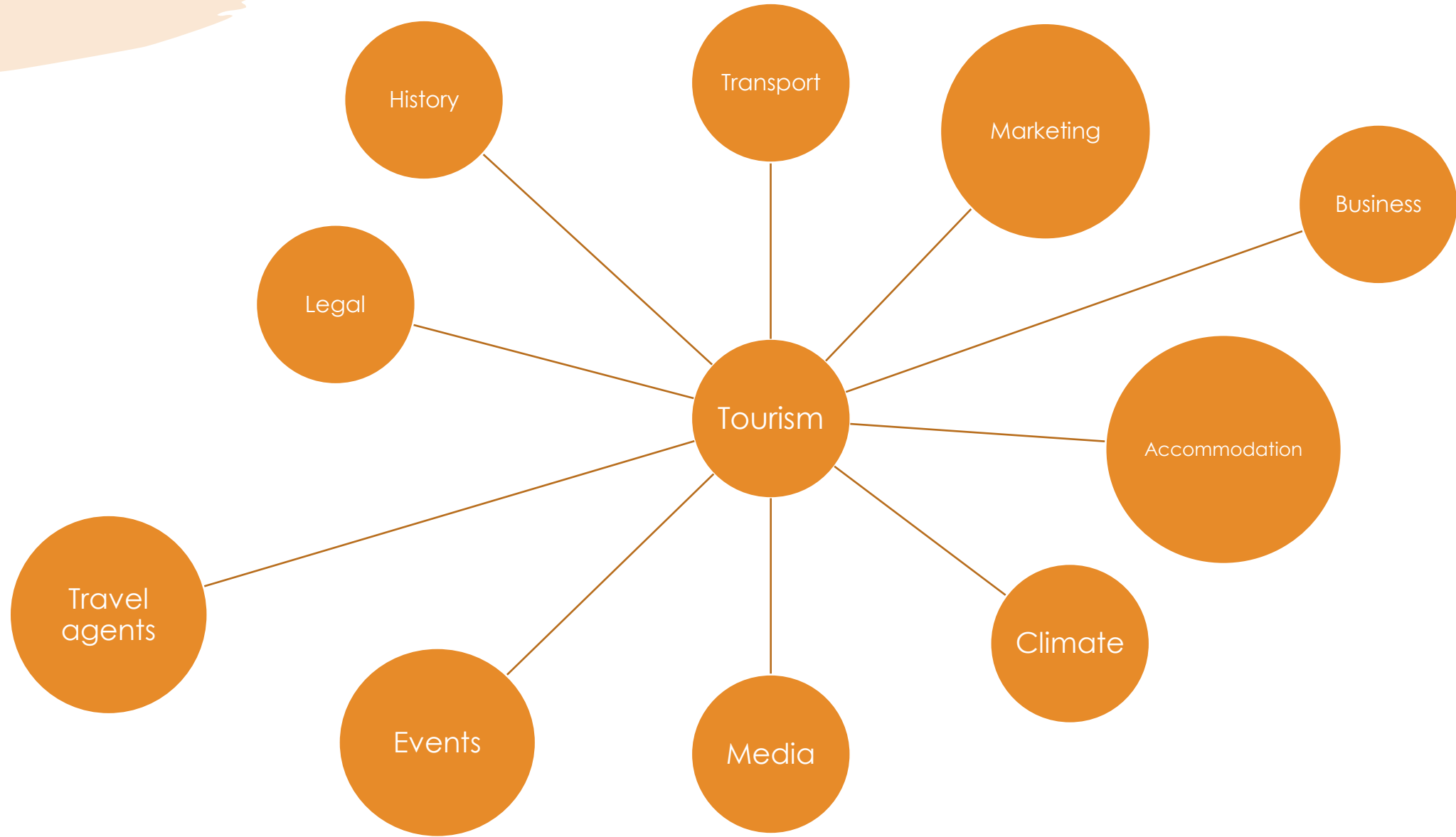
Travel and Tourism

LEVEL 3 – POST 16
QUALIFICATION AT
SHIRELAND

Tourism – What is it?



Tourism – What is it?



Statistics

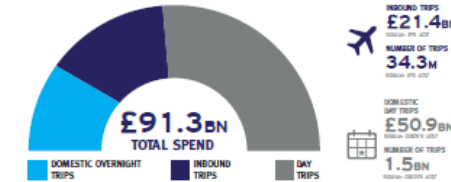


Tourism in England

Key Facts & Trends 2017

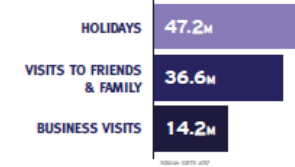
Tourism trips and spend

Was spent on tourism in England in 2017

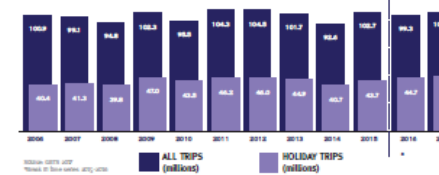


Domestic overnight tourism

In 2017, there were:



Domestic overnight tourism over time



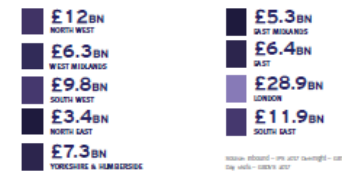
Economic impact of English tourism

Tourism in England contributes £106BN to the British economy when direct and indirect impacts are taken into account, and supports 3.6M jobs



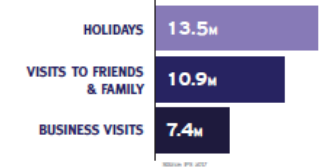
Regional Spending

Tourism spend in England is spread across the country

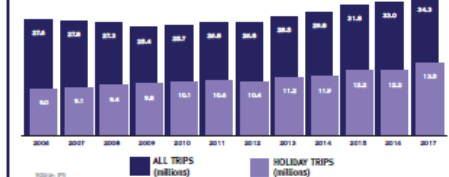


Inbound Tourism

In 2017, inbound visits to England included:



Inbound tourism over time



Tourism enriches...

Creates jobs

Educates

Develops
destinations

Brings people
together



Grows
economies

Offers
experiences

Induction plan

- Welcome to your online induction sessions for Travel and Tourism.
- We hope to be able to share some information about the course and give you a chance to experience some topics over the next few sessions.
- This is an introduction to the course (get all the boring stuff out the way).
- You will have the chance to look at tourism through time and destination case studies in future sessions.

Meet your teachers



Mrs Dee



Miss Loxton

WJEC Level 3 Diploma in Tourism

Unit 1

Understand what the UK offers to inbound and domestic tourists

Explore the range of employment opportunities in the tourism industry

Content will include; types of tourists, technology, types of destinations, future development and the appeal of destinations.

Examination

Unit 2

Investigate tourism destination around the World looking at the attractions and facilities on offer

Analyse the image and reputation that affects the types of tourists that each destination appeals to.

Coursework

Unit 3

Investigate the internal and external pressures that the tourism industry adapts to

Pressures include; economic, environmental, political, transport development etc

Examination

Unit 4

Understand the process of event management and the nature of tour itineraries.

Plan, run and evaluate a trip in groups.

Coursework

WJEC Diploma Level 3 in Tourism

Worth 1 A level

50% coursework
50%
examinations

Run exactly like
a BTEC course

Graded A* - E
(A=Distinction,
C=Merit,
E=Pass)

Worth same
UCAS points as
BTEC

Allows for larger
range of
grades

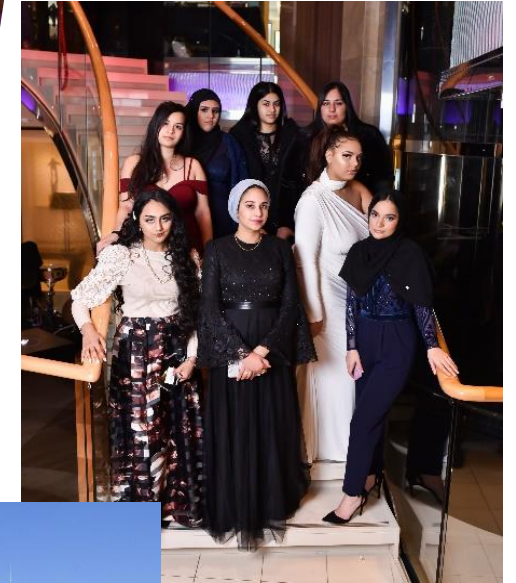
Trips and industry links

Jet2.com

BRITISH AIRWAYS



P&O CRUISES

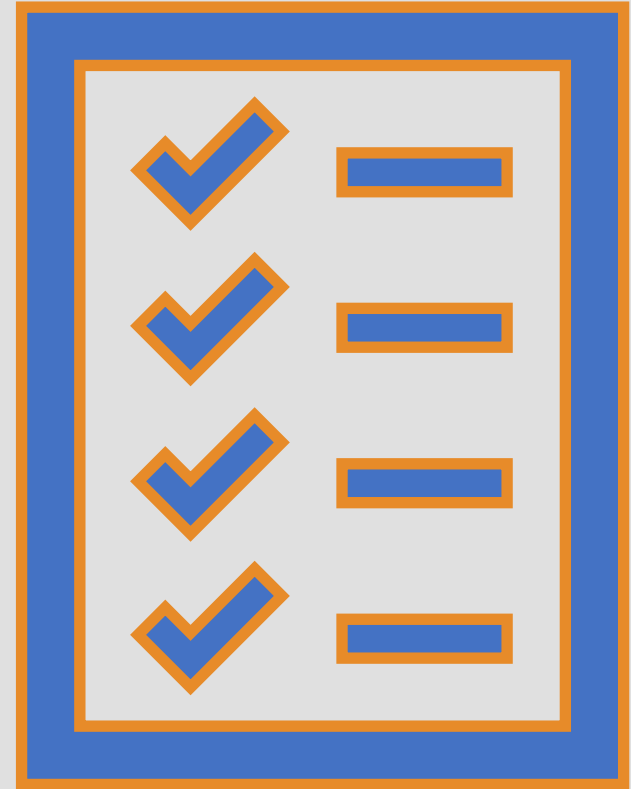


STC TRAVEL

**CELTIC MANOR
RESORT**

Assessment methods

- 2 written paper based examinations for Unit 1 & 3
- Vocational coursework scenario tasks for Unit 2 & 4
- Includes reports, reading and analysing statistics, planning marketing campaigns, writing a business plan, organising an event and much more.





Careers

- Hotels
- Airports
- Airlines
- Airport ground handling
- Air traffic control
- Travel Agents
- Tour Operators
- Events Management
- Business Marketing
- Journalist
- Restaurant Management
- Education
- Pilot
- Performance/Entertainer
- And many more.....

Subject links

- Tourism can relate to a wide of range of other subjects because of the international perspective.
- Popular combinations for post 16 students are;
- Business
- IT
- Geography
- Sport
- Performance (Drama, Dance, Music, Photography)
- Design
- Maths

What next?

University

Aviation
Management
Tourism
Management
Event and Venue
Management

Apprenticeship

Apprenticeship:
Travel Agent
Airport Services
Airport Security
Hotel
Management

Employment

Travel Agent
Aviation and
Airport Careers
Hotel Opportunities
Event and venue
planning

A large, irregular orange brushstroke shape with a rough, torn edge, centered on a white background. The text is written in white, italicized serif font within this shape.

*Over to you -
Questions about
the course?*

News

- The news is key to the tourism industry and is a major part of the post 16 course.
- We will keep up to date with all news online, in industry magazines and from speaking to industry experts.
- Why do you think we need good knowledge of the news?
- Task
- Can you name the famous news stories from the photos on the next slide? Remember they could be positive or negative

News

1



2



3



4



5



6



7



8



9



10



Coronavirus

- Covid-19 is a difficult time for everyone and has stopped many businesses operating in lots of industries.
- But...
- How is the tourism industry helping to deal with the pandemic?
- What do you think will happen to tourism around the World once the pandemic is over?



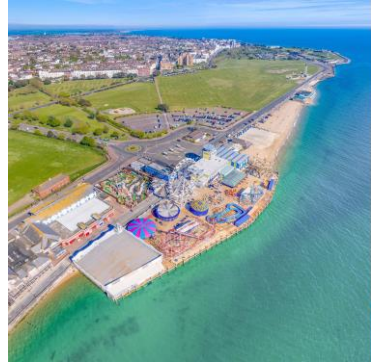
How is the tourism industry helping to deal with the pandemic?

- Planes and airlines helping deliver PPE to countries
- Airlines helping bring people home
- Tour operators and travel agents reacting quickly to change refund policies and help customers re-book
- Restaurants offer delivery services
- Tour operators open up bookings for future travel early to give people hope
- Staff redeployed to help where needed
- Airport security helps step up measures to keep people safe
- And many more

What do you think will happen to tourism around the World once the pandemic is over?

Fill in the missing words

- People will think about more _____ travel because of the fantastic environmental results.
- A growth in domestic tourism to begin with until people feel safe again. This is fantastic for the ____!
- More care will be taken when travelling, this will help with _____ in some destinations.
- Growth will be _____ and demand very _____ once safe because people desperate to enjoy themselves and get out to see the World.



Did we survive other major disasters?

- <http://news.bbc.co.uk/1/hi/england/cumbria/5335978.stm>
- Look at this news article
- How did Cumbria 'bounce back' after foot and mouth disease?
- What lessons could we learn from this about how the tourism industry should respond following coronavirus?
- What other disasters has the industry had to recover from?

News article



Tourism back after foot-and-mouth

A four-year campaign to help Cumbria's tourism recover from foot-and-mouth disease has been hailed a success.

The Lakes Plus marketing campaign, run by Cumbria Tourism, is believed to have encouraged visitors to spend an extra £17 million a year in the county.

During the outbreak in 2001, many visitors were under the impression that the countryside was closed, crippling the tourist industry.

Now independent consultants have found that the industry has "bounced back".

The foot-and-mouth outbreak led to the slaughter of 6.5m animals, devastated many farms and rural businesses, and is estimated to have cost the UK up to £8bn.

The marketing campaign began in 2003 and involves Cumbria Tourism marketing the county to the UK and overseas visitors as a world class destination.

During their evaluation of the campaign, the consultants found it had managed to save 800 jobs a year and increase visitor numbers from 13.8m in 2001 to 15.5m in 2005.

Bounced back

They also found spending in the county had increased from £931m to £1.13bn over the same period.

In their report the consultants said: "Cumbria Tourism used Lakes Plus effectively to expand existing activity while introducing new themes, PR activity and web development.

"And in this regard, Lakes Plus has contributed to success and tourism in Cumbria has largely bounced back from FMD."

Marketing director Sheona Southern said Cumbria Tourism hoped to build on its success.

She said: "We have spearheaded a series of innovative promotions of the county including on and offline marketing activity, undertaken major national media campaigns, strengthened group travel promotions and made headlines around the world with our public relations activity."

Induction continued

- Your next induction session is on a brief look at Tourism Through Time with Miss Loxton.
- You will be looking at key developments in history that have had major influences on the tourism industry today.
- Task
- See if you can think of 3 developments/events/laws since 1960s that you think had a major influence on tourism today. You will have a chance to share these with Miss Loxton.