



# Travel and Tourism Induction

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FINAL SESSION

# What do you remember?

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Using the code from your teacher answer the questions on Kahoot using your knowledge from the sessions you have completed so far.

Good luck



# Media in Tourism

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We are going to look at some examples of how the media have influenced Tourism in the past.

For each example look at the evidence, then be prepared to share possible positive or negative impacts before seeing what really happened!

# Example 1

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How is this linked to tourism?

What is the impact on the industry?

Can you think of social,  
environmental and political impacts?



# Example 1 - Impacts

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<https://nevadafilm.com/scene-in-nevada-the-hangover/>

<https://lasvegassun.com/news/2010/sep/03/successful-hollywood-movies-continue-sell-las-vega/>



# Example 2

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How is this linked to tourism?

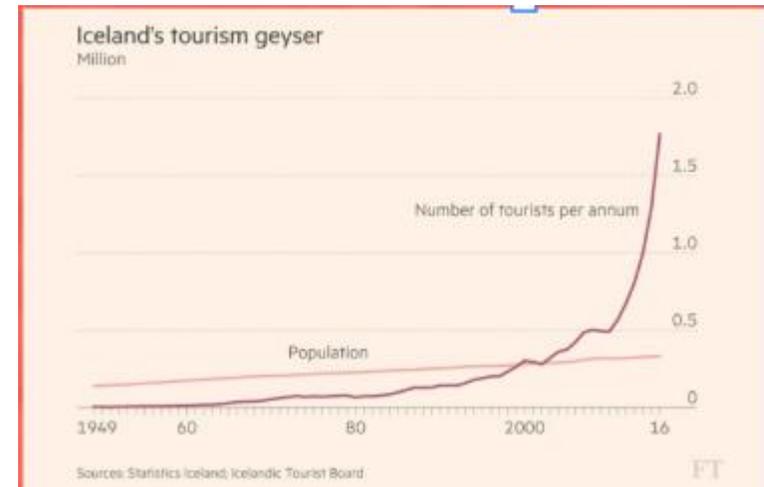
What is the impact on the industry?

Can you think of social,  
environmental and political impacts?



# Example 2 - Impacts

What saved Iceland? A 386% growth in tourism from 2010 to 2018—spurred in part by its role in *Game of Thrones*. “Game of Thrones is, at the very least, partly responsible for the major uptick in tourism growth in recent years. Many of Iceland’s glaciers, lakes and national parks serve as the backdrop for the 'lands beyond the wall' and the popularity of the show has given rise to massive increases in tourism, as the show’s many diehard fans from around the world make pilgrimages, so to speak, to visit the show’s popular filming locations,”



# Example 3

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How is this linked to tourism?

What is the impact on the industry?

Can you think of social,  
environmental and political impacts?

[https://www.tripadvisor.co.uk/Hotel\\_Review-g186402-d193219-Reviews-Hyatt\\_Regency\\_Birmingham-Birmingham\\_West\\_Midlands\\_England.html](https://www.tripadvisor.co.uk/Hotel_Review-g186402-d193219-Reviews-Hyatt_Regency_Birmingham-Birmingham_West_Midlands_England.html)



# Example 3 - Impacts

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# Summer tasks

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Over your summer break we would like you to have a look at 2 activities that will help you when you start the course in September.

Please either write your answers on paper and bring them with you or keep them electronically to email to your teacher.

**1 - Travel and Tourism TV & Film Bingo**

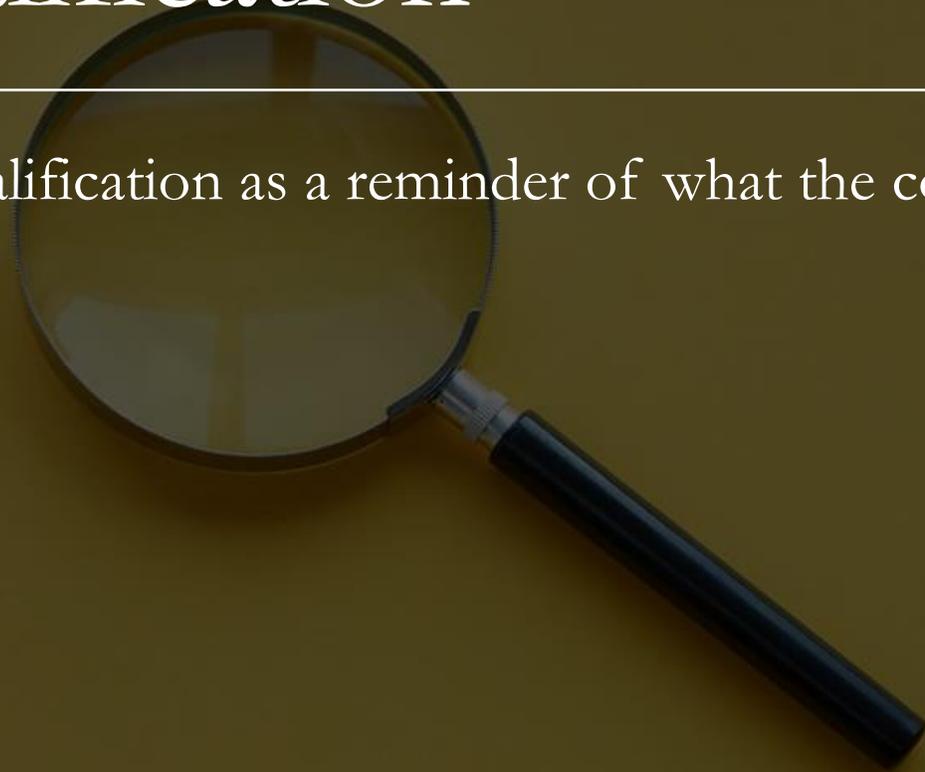
**2 – Travel and Tourism in the Media**



# Re-cap of the qualification

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Lets have a quick look through the qualification as a reminder of what the course involves.



# WJEC Level 3 Diploma in Tourism

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## 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

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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

# Questions

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This is your opportunity to ask questions about anything we have looked at including the qualification.

There are no silly questions!

We are happy to go back or answer anything.



Thank you for  
taking part in  
the induction  
sessions.

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WE LOOK FORWARD TO  
WELCOMING YOU TO THE  
TRAVEL AND TOURISM  
DEPARTMENT IN  
SEPTEMBER !

