



Travel and Tourism Induction

FINAL SESSION

What do you remember?

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

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

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

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

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



Example 2

How is this linked to tourism?

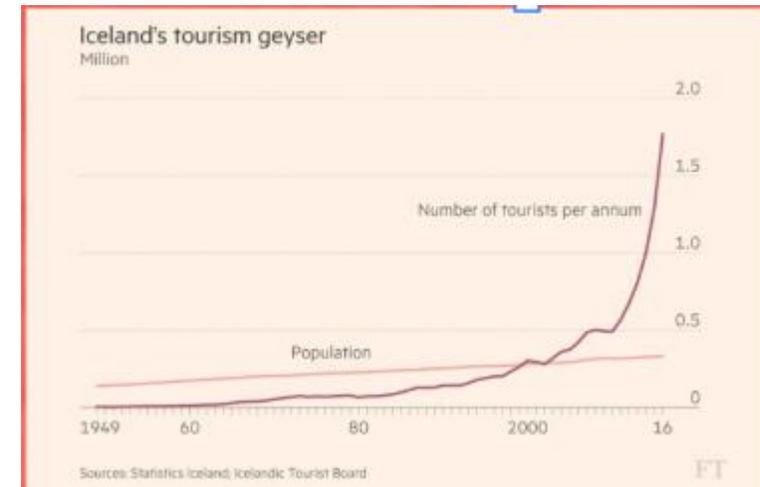
What is the impact on the industry?

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

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



Example 3 - Impacts



Summer tasks

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.

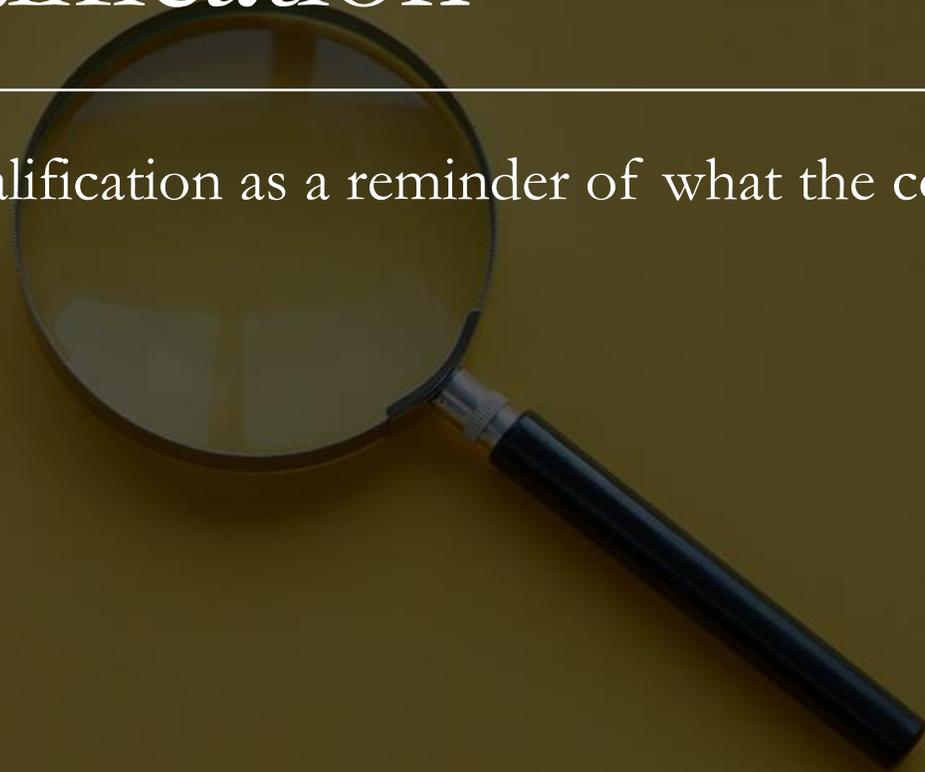
1 - Travel and Tourism TV & Film Bingo

2 – Travel and Tourism in the Media



Re-cap of the qualification

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



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

Questions

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.

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

