



TRAVEL AND TOURISM SUMMMER TASK  
BOOKLET



## Activities: Where in the UK

### Task 1

Add the following **capital** cities to the UK map.

- London
- Edinburgh
- Cardiff
- Belfast.

### Task 2

Now add in 5 more cities

### Task 3

Find out what is the difference between a city and a town?

Answer:



#### **Task 4**

Choose **two** of your cities and find 5 interesting facts about them. – Add them here

**City 1 name:**

- 1.
- 2.
- 3.
- 4.
- 5.

**City 2 name:**

- 1.
- 2.
- 3.
- 4.
- 5.

## Activities: Case Study - Butlins

Butlin's have been very successful in widening their resorts' appeal to visitors. There are resorts in Bognor Regis, Minehead and Skegness and these are open all year round. They specialise in short breaks, often themed, as well as weekly holidays. Butlin's provide on-site entertainment and amenities across all of their sites. No cars are allowed in the public areas of the resort, making it easy for visitors to move from one area to another safely.

The Butlin's resort in Bognor Regis is next to the seaside promenade, with easy access to the beach. There are plenty of on-site entertainment facilities from a free indoor pool with slides and flumes to a variety of age-appropriate shows such as Bob the Builder and Puppet Castle. There is also a fairground with free rides. The famous Redcoats are available to entertain and advise parents and children.

Accommodation includes three resort hotels and apartments. The Shoreline Hotel features children's characters and is ideal for smaller children, whilst the Wave Hotel and apartments feature an interactive games room. The Ocean Hotel is home to 'Butlin's butlers' who offer services such as helping you make a tailored activity plan for your stay and making dinner reservations. The hotel also contains a spa and enjoys sea views.

[\(https://www.butlins.com/\)](https://www.butlins.com/)

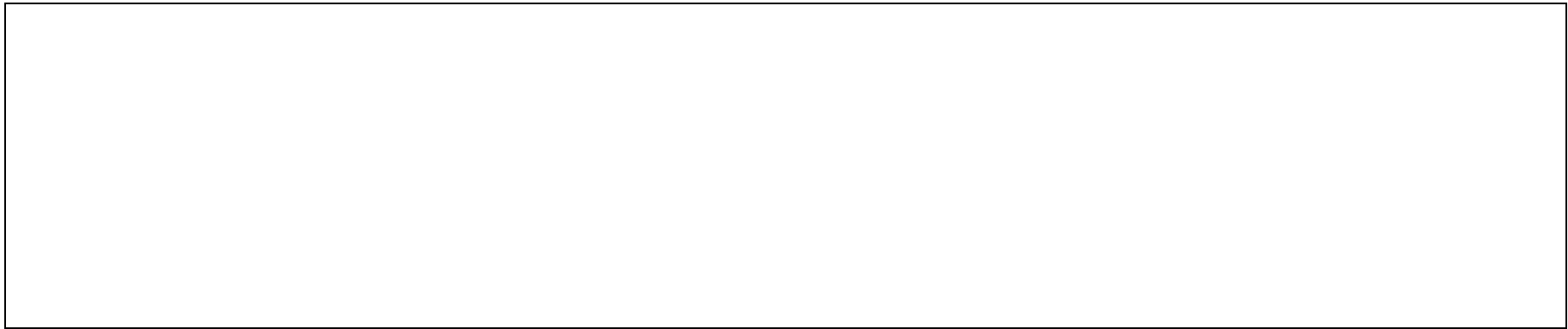


### **Task 5**

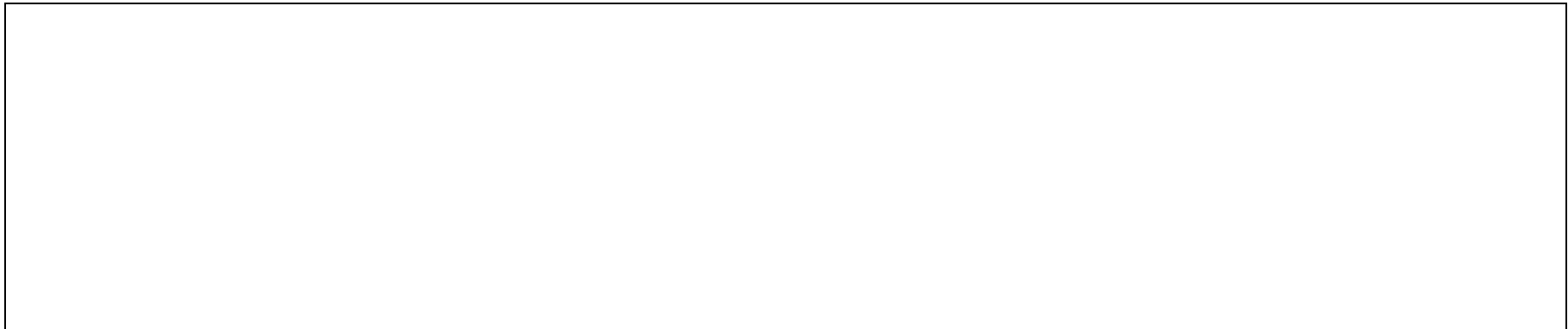
Answer the questions below, using the above text and information on the website:

What are the reasons that Butlin's can stay open all year round, despite seaside resorts being mostly seasonal?

What do Butlin's provide for families?

A large, empty rectangular box with a thin black border, intended for the user to write their answer to the question above.

Butlin's was opened in Bognor in 1960 to give 'ordinary families' a good-value fun holiday destination. Do you think that the company's aims have broadened? If so, how?

A large, empty rectangular box with a thin black border, intended for the user to write their answer to the question above.

Have a look at the website and the 'experience' offered. What activities would you like to do?

### **Task 6**

Pretend you want to go for a long weekend to Butlins Bognor Regis with a friend and want to go by train. Find out the train cost for your chosen dates and then choose your preferred accommodation at Butlins and using their website find out the cost., Add in pictures and screen shots

For the train use [www.trainline.com](http://www.trainline.com) [www.butlins.com](http://www.butlins.com)

Answer

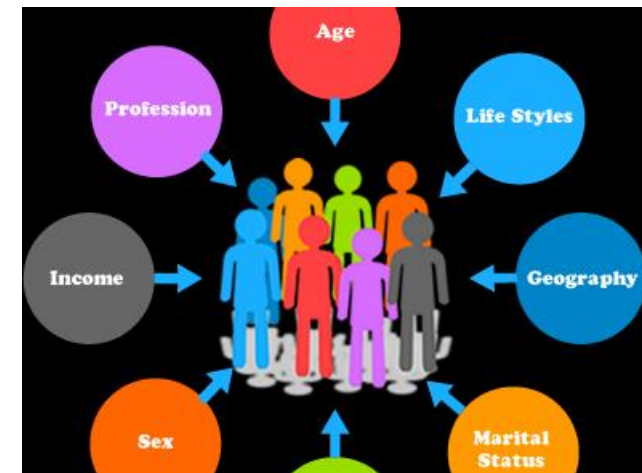
## Task 7

Watch this video to help you understand how all this works <https://www.bbc.co.uk/bitesize/guides/z9w43k7/video>

Then complete the task on the next page

Think about these target markets and segments

- Families
- Educational visits
- Over 55's
- Young groups
- Couples
- Weddings & Honeymoons
- Thrill seekers
- Sports enthusiasts
- Business and events



**Market segments** – Think about chocolate orange above

It can be split into different segments –just like the **Target Markets** - this means companies can aim their advertising and products & services at different **Market Segments**, for example, young people or retired people with a higher disposable income or young families looking for a cheaper option.

(Consultants, 2020)

Target markets of different organisations – Who are these organisations aimed at and why? Links provided for you to look at the company

Travel and tourism organisation	Target market(s)
Saga Holidays <a href="https://www.saga.co.uk/">https://www.saga.co.uk/</a>	<b>Over 55's – The website has images of older customers and more cultural/historic destinations. Family attractions such as theme parks are not mentioned.</b>
Warner Hotels <a href="https://www.warnerleisurehotels.co.uk/">https://www.warnerleisurehotels.co.uk/</a>	
The Eden Project <a href="https://www.edenproject.com/">https://www.edenproject.com/</a>	
Alton Towers <a href="https://www.altontowers.com/">https://www.altontowers.com/</a>	
Manchester United Football Club <a href="https://www.manutd.com/en">https://www.manutd.com/en</a>	
Madame Tussauds <a href="https://www.madametussauds.com/london/en/">https://www.madametussauds.com/london/en/</a>	
Center Parcs <a href="https://www.centerparcs.co.uk/">https://www.centerparcs.co.uk/</a>	
Longleat <a href="https://www.longleat.co.uk/">https://www.longleat.co.uk/</a>	
Forest Holidays <a href="https://www.forestholidays.co.uk/types/adventure-holidays/">https://www.forestholidays.co.uk/types/adventure-holidays/</a>	



## Task 8

### Activities: Customer Service

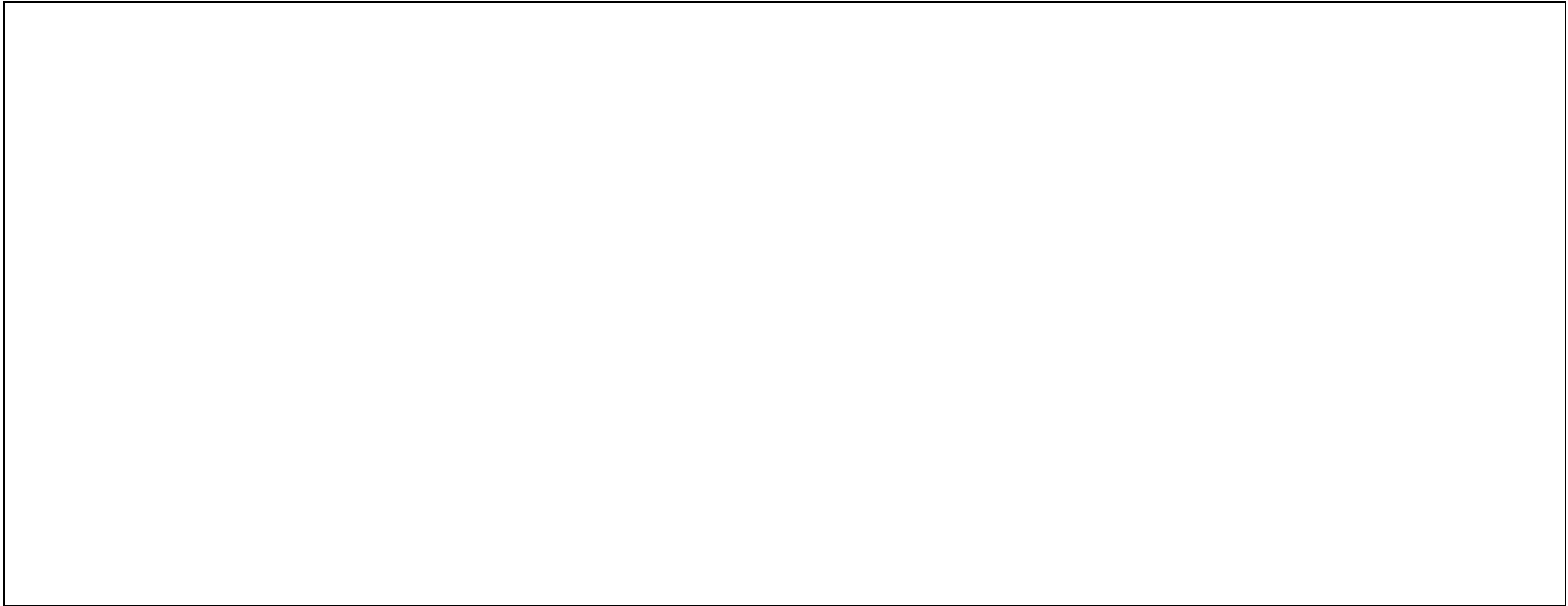
The Travel & Tourism industry is built on good customer service and it is so important to the customer to receive good customer service and for the organisation to give it

In the table below, write down examples of good customer service and bad customer service that you think is relevant to each situation

Situation	Good	Bad
Booking a holiday (day trip, UK or overseas)		
A day trip to a visitor attraction such as Thorpe Park		
A plane, train or bus journey		
Staying in a hotel, caravan, chalet, tent or guest house		

**Extension Task**

Thinking of somewhere you have been, write at least two paragraphs about the experience you had and what was good and/or bad about your chosen organisation. This may be a flight or a trip to a theme park – it's your choice

A large, empty rectangular box with a thin black border, intended for the student to write their response to the extension task. The box is positioned centrally below the instructions and occupies most of the page's width and a significant portion of its height.

**Task 9** - Technology in the travel industry

Write down as many different examples of how technology is used in travel and tourism. A minimum of 5 if you can but go for more

Hint: Think about places you have been and how technology is used – Ask a parent/carer or friend to help you.

Here are a couple of examples:

Easyjet mobile app <https://www.easyjet.com/en/mobile-app>

Virtual Reality <https://www.revfine.com/virtual-reality-travel-industry/>



**Scan the QR code to see some other ways technology is used**

**Task 10** – Choose one of your technology choices and do some research about it

What is it?

What does it do?

Who uses it?

How is it helpful to the customer?

Any other information