



Business Studies Getting prepared

Specification

Read through the specification focussing on pages 3-8, this will provide you with an overview of the types of topics the programme will include.

[Link](#)



Summer Tasks

The Tourism industry is rapidly growing every year, the media and developments in technology are a big reason for this. During the Summer have a go at the table below with current examples from the last 5 years of each factor. The more evidence you use the better. This might include a newspaper article, a print screen, a picture of a TV show you have seen or any other evidence. Once you have found your evidence you need to explain how you think it might have impacted Tourism, this could be positive or negative. We will use this when you start your course in September.

Factor	Evidence with explanation
Film location	
Social media use by organisations	
Influence of customer reviews	
Media coverage of events	
Comparison websites such as booking.com	

If you are considering studying Business Studies next year, then these are activities that you should seriously consider completing over the next few months to prepare yourself.

The activities are divided into:

Essential - suggested as good preparation for the course.

Recommended - suggested to support the essential activities for the course

Optional - suggested to support wider learning around the subject; you are expected to do this independently.

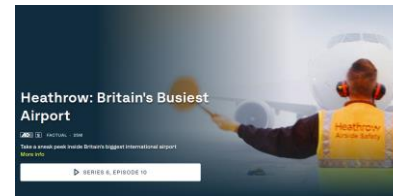
Recommendations to watch

The following shows are available free and on-demand. We would recommend that you sign up and watch them.

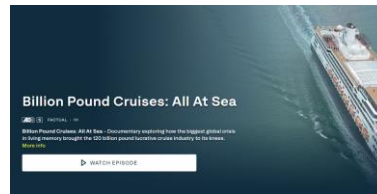
Secrets of Great British Castles - Netflix



Heathrow: Britain's Busiest Airport



Billion Pound Cruises



Inside the Ritz Hotel



Thomas Cook: Rise & Fall



Our Great National Parks



Have a go at something practical

Having an awareness of different types of destinations is beneficial for Travel and Tourism. Aim to try and visit in person or research electronically a city (e.g. Birmingham, London, Manchester), cultural destination (e.g. Bath, Liverpool), countryside area (e.g. Lake district, Snowdonia, Cannock Chase) and coastal region (e.g. Weston Super Mare, Blackpool).

If you get the chance to visit a tourist destination in the summer (even Birmingham) try and take some photos of key attractions, transport methods, accommodation and facilities in the destination and bring a postcard back for the Travel and Tourism classroom.

Further reading and preparation

Travel News Weekly – [Link](#)

A industry news website that shares current issue, trends and developments in the Tourism industry for each sector.

National Careers Service – [Link](#)

An overview or some of the career opportunities in the Tourism industry.

Visit Britain – [Link](#)

The National tourist board statistics website. This is used a lot to find current data and trends for the UK. Have a look at some of the information on offer.



Travel Mole – [Link](#)

Travel Mole-breaking tourism news around the globe.

Travel Daily News – [Link](#)

Up to date international travel news.

Tourism Teacher – [Link](#)

A website that covers a number of topics covered on the WJEC Level 3 tourism course with short videos.

