

Travel & Tourism at Callywith College

Hello and welcome to Travel & Tourism at Callywith College! We Look forward to seeing you in September, but before then we thought that you might like to have a look at some of the things you will be studying in Travel & Tourism when you get to college.

Trips & Links with Employers

How can you run a Travel and Tourism course without trips? We will offer a variety of trips that are linked to the content you will be learning. These could include exploring tourist destinations and local tourism businesses, visiting tourist attractions and travel organisations including a planned Trip to Disneyland Paris! As part of the course, we try to link with local and national employers within the industry. Examples of links we have established include TUI, The Eden Project, British Airways and we are in the process of making more links as the industry starts to grow again. As a taster, have a look at:- <https://youtu.be/aKvDxXranls>

What will you be studying in Year 1.

The World of Travel & Tourism:

You will be introduced to different types of travel and tourism and the organisations that make up the industry. You will examine its scale, explore new innovations, and consider the external factors that challenge its operations.

www.wttc.com – World Travel and Tourism Council – works to raise awareness of travel and tourism as one of the world's largest sectors and is a great source of facts and figures

www.travelmole.com – Travelmole – produces articles that can contribute to the understanding of many aspects of the Unit looking at the different components that make up the Travel & Tourism Industry

Global Destinations:

This unit will develop your awareness of the traveller's world by knowing locations, their appeal of global and the many factors and trends that influence their popularity.

www.worldtravelguide.net – World Travel Guide – useful for information and videos on the appeal of destinations

www.lonelyplanet.com – Lonely Planet – guides providing information and videos on the appeal of destinations

Managing Customer Service Expectations in Travel & Tourism:

Effective management of the customer experience is becoming increasingly important to the success of a Travel & Tourism Organisation. The knowledge and practical skills gained in studying this unit will be invaluable to you when seeking employment within the industry

Inside the Ritz Hotel - [Inside the Ritz Hotel - Watch episodes - ITV Hub](#)

www.merlinentertainments.biz – Merlin Entertainments – search for 'Merlin Entertainments annual report' – useful for research, monitoring and analysis of customer service

Visitor Attractions:

Learn about the range of places and attractions Tourists visit around the world and how these attractions appeal to a range of different tourists

Top places to travel around the world: <https://www.youtube.com/watch?v=yiG6aIU9TYM>

<https://www.skyscanner.com/tips-and-inspiration/inspiration/9-of-the-most-visited-tourist-attractions-in-the-world>

Number of visitors to UK attractions - <https://www.visitbritain.org/annual-survey-visits-visitor-attractions-latest-results>

The Airport Experience

In this unit you will learn and develop the logistical and planning skills as you investigate the processes, facilities and services that inbound and outbound passengers encounter in the airport.

[‘Heathrow: Britain's Busiest Airport \(ITV\)’](#) – a range of videos highlighting what happens in a busy airport

Travel & Tourism Enterprise:

You will research and develop a business plan and marketing strategy for a new travel & tourism enterprise and present a pitch for your new business ideas.

Business ideas in the travel industry - <https://www.startuploans.co.uk/business-advice/15-business-ideas-hospitality-industry/>

Examples of Tourism Business Ideas - <https://www.entrepreneur.com/article/335569>

Careers and Work Experience in Travel:

At the end of Year 1 you will prepare for your Work Experience in Travel Placement and will need to complete 40 hours of work experience in the Travel & Tourism Industry. Start off by exploring potential careers in the industry using the links below. You can also start thinking about which Business you'd like to approach for your work experience placement:

<http://takeoffintravel.co.uk/> - A Guide to Careers in the Travel Industry

[10 jobs in travel and tourism that will BOOM in 2022 and beyond... - Tourism Teacher](#)

Additional Websites & Resources:

TTG Media - <https://www.ttgmedia.com/news> - Travel Industry News

Travel Bulletin - <http://www.travelbulletin.co.uk/> - A website for all those that work in the industry

ABTA - <https://www.abta.com/industry-zone/reports-and-publications/abta-travel-trends-reports> - Travel Trends Report

Tourism Teacher – A fantastic set of videos developed by Dr Hayley Stainton - [Dr Hayley Stainton - YouTube](#)

TV Programmes and Documentaries:

Netflix – Dark Tourism- [Watch Dark Tourist | Netflix Official Site](#)

The Travel Show - <https://www.bbc.co.uk/programmes/n13xtmtp>

Race Against the World - <https://www.bbc.co.uk/programmes/m0002tvs>

A Very British Airline - <https://www.bbc.co.uk/programmes/p01yyh99> - behind the scenes at BA

Simon Reeve Around the World -

<https://www.bbc.co.uk/programmes/articles/hvfqh3kxb6pYw4Sv4NQLd/simon-reeve-around-the-world>

Additional Preparation Activities:

- 1) Read the recent [ABTA Travel Trends](#). Create a fact sheet about a trending travel destination to include the main features and attractions, what is the appeal of the destination and their key gateways (airports/sea ports/rail access).
- 2) Choose a Travel Organisation e.g., Virgin, Tui, Easy Jet. Using their website and review sites find out the positive and negative aspects of their customer service.
- 3) Travel Enterprise Ideas – research ideas for a new travel and tourism enterprise and choose a location to base it. Research into similar businesses to get ideas on the services, prices and how to advertise your chosen enterprise
- 4) Chose a national or international tourist attraction. Identify its main features and facilities, who its customers are and if you think those customers' needs are met.