

Unit 2— global destinations—exam unit.

3 hour exam. 3 Questions (Activity 1, 2 & 3), 60 marks. Pre-release given before the exam for your prep—6 hours of observed time to prep.

4 sides of a4 allowed with you into the exam. They can be typed or hand-written. If typed they must be size 12 font. All notes must be concise and no continuous writing. Bullet points work best.

Activity 1—normally a report or article about a destination. Notes needed here. (20 marks)

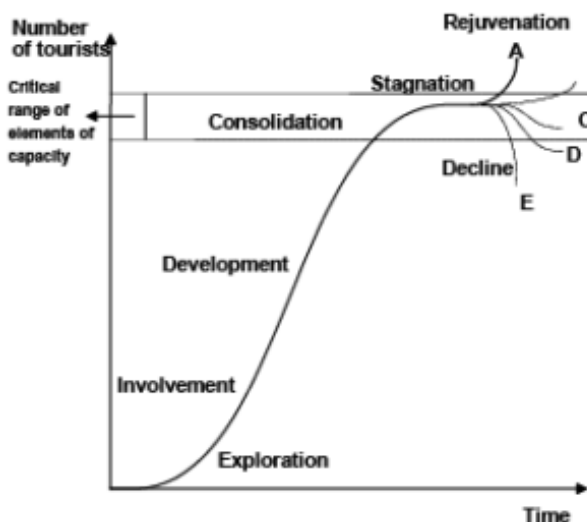
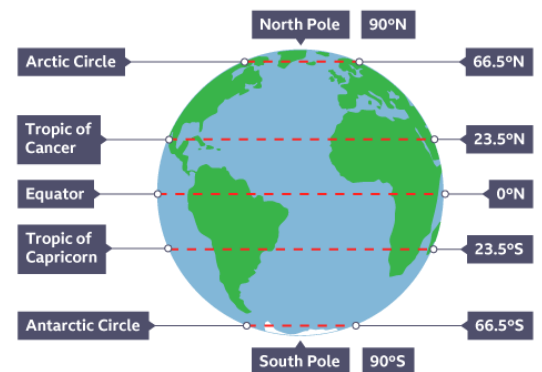
Activity 2— Itinerary question—write an email to a customer explaining which itinerary you have chosen for them and why. No notes to prep here. (16 marks)

Activity 3—Evaluative question. For example—the suitability of a destination for certain customers etc. Analysis and evaluation needed for high marks on this. (20 marks)

Pearson BTEC Level 3 Nationals	
Write your name here Surname <input type="text"/>	Forename <input type="text"/>
Level 3	
Travel and Tourism	
Unit 2: Global Destinations	
Extended Certificate/Foundation Diploma/Diploma/Extended Diploma	
Sample assessment material for first teaching September 2017	
Part A	
Instructions <ul style="list-style-type: none"> Part A contains material for the completion of the research for the set task. Part A is given to learners two weeks before Part B is scheduled. Learners are expected to spend no more than six hours on Part A. Part A must be given to learners on the specified date so that learners can prepare in the specified way. Part A is specific to each series and this material must be issued only to learners who have been entered to take the task in that series. Part B materials must be issued to learners for the specified session on the specified date. 	

Learning aim A—geog awareness, locations & appeal:

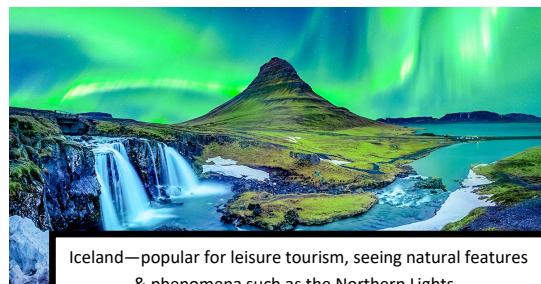
- Awareness & scale—know your geography & global locations!
- Southern hemisphere—good for winter sun from N-H countries & vice versa. S-H summer N-H winter, all seasons are opposite.
- Closer to the equator = hotter, tropical climates e.g: Brazil
- Tropics = hot, desert climates e.g: Northern Africa
- Higher latitudes = temperate climates and seasonal e.g: UK, Ireland
- Poles = cold all year e.g: Arctic
- Feature & appeal** of destinations—natural beauty, natural attractions, natural phenomena, climate, weather etc.. People are attracted to areas for their natural features, E.g: Iceland.
- Examples include volcanoes, the northern lights, lakes, rivers, mountains and various climates depending on holiday type e.g: skiers would want cold and snow.
- Built attractions are the opposite. These are purpose built for tourist or historically built site that were not originally intended to be but are now attractions. E.g: Alton Towers or Buckingham Palace. UNESCO sites are highly protected heritage sites.
- All tourist attractions, natural or purpose built, need to have facilities and amenities to suit the needs of a wide variety of travellers.
- These include developed transport links, varied types of accommodation., events and entertainment, local culture experiences and other things to do.



- The **Tourist Area Life Cycle (TALC)** explains the stages of development of different global destinations.

Learning Aim A continued:

- **Appeal & types of tourism**—different destinations support different types of tourism.
- Types of tourism include cultural/religious, dark, leisure, nature, sports, adventure, wellness, business and education.
- Destinations have different features and facilities to cater for various types or specifically one type.
- Some examples: Pripyat in Ukraine is catered to dark tourism as the site of the Chernobyl disaster. Spain's Costa Del Sol is popular for leisure tourism. South America is popular with adventure tourism and Iceland for nature tourism.



Iceland—popular for leisure tourism, seeing natural features & phenomena such as the Northern Lights..

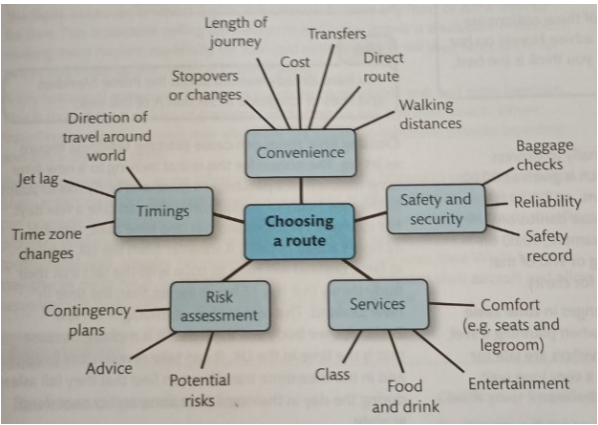
Learning aim B—Adv & disadv of travel options globally:

- A hub or a gateway is a place where travel can begin or end. Examples include stations, ports & terminals.
- The availability of these, proximity to destination and facilities available at them, as well as on the mode of transport, can greatly influence travellers plans. E.g: People travelling with pets may choose to drive & get a ferry rather than fly.

Type of transport	Examples	Advantages	Disadvantages
Plane	Scheduled, charter, low-cost, luxury & private. Run by <u>air-lines</u> .	<ul style="list-style-type: none">• Far reach of routes• Budgets to suit all• Fast & efficient	<ul style="list-style-type: none">• Airports can add to journey time greatly.• Can be expensive
Train	Long distance, serviced, heritage & luxury.	<ul style="list-style-type: none">• Cheaper than flying• Luggage allowance is larger	<ul style="list-style-type: none">• Timetables can be unreliable & delays common.• Takes longer than flying
Ferry	Range from small connection ferries & larger car ferries.	<ul style="list-style-type: none">• Take your car with you• More luggage• Cheaper & safe	<ul style="list-style-type: none">• Sickness common• Limited crossings• Facilities vary
Cruise	International, ocean crossing, river cruises & fly cruises.	<ul style="list-style-type: none">• Floating holiday resort• Huge variety in facilities, services & routes.	<ul style="list-style-type: none">• Expensive & time consuming.• Sickness common.
Car	Personally owned or hire car.	<ul style="list-style-type: none">• Extensive road routes.• Lots of rest areas.• Easy & comfortable.	<ul style="list-style-type: none">• Congestion• Fuel is expensive• Tiring & higher risk.
Taxi	Hackney cabs, private cars, minicabs, Uber & Bolt.	<ul style="list-style-type: none">• Good value for short journeys.• Avoid public transport.	<ul style="list-style-type: none">• Costly on long distances.• Need to ensure it is a licensed taxi.
Bus/coach	National, international, inter-city, sightseeing.	<ul style="list-style-type: none">• Much cheaper• Convenient to see attractions.	<ul style="list-style-type: none">• Takes longer• Limited facilities.• Route & stops fixed.

Learning aim C—itineraries, costs & suitability.

- Sources of travel info: brochures, websites, atlases, travel guides, timetables, travel agents, visitor centres, tourist boards & gov advice (FCDO).
- Factors to consider when choosing plans for yourself or someone else: timings, convenience, safety, security, service, comfort, risk, facilities & suiting wants/needs.
- Different demographics will have varying needs & wants. This can depend on class, wealth, age, sexuality, race, religion & many other factors.
- Wealth will also play a role in what customers want. These customers are more likely to pay for convenience & comfort such as business class flights etc.



UNBEATEN TRACK TRAVEL

Booking reference
Departure Date
Consultant

UBT673A
SUN 09 FEB 20
Laura Williams

Printed
Preferred tel

14.28 WED 30 OCT 19
07700 900163

Who is travelling?

MISS LEANNE THOMAS

ITINERARY FOR

MR MOHAMMED OSMAN

OUTBOUND FLIGHT

SZ349 SUN 09 FEB LONDON (HEATHROW) to HONG KONG
DEP 1055 ARR 0750 CLASS Economy
Arrives MON 10 FEB SZ Check-in ref: 632-0566

Dates
of
travel

RETURN FLIGHT

SZ869 MON 17 FEB HONG KONG to LONDON (HEATHROW)
DEP 1205 ARR 1720 CLASS Economy
Arrives MON 17 FEB SZ Check-in ref: 636-0547

ACCOMMODATION

At HK Peninsula Hotel in Hong Kong
1 DOUBLE OCCUPANCY (2 people sharing) for 7 nights
INCL Breakfast

Room
and
board

TRAN

Hotel - Airport
Operated by HK Travel Partners departing MON 17 FEB
Private vehicle (One way transfer only)

Details
of
transfers

BAGGAGE AND CHECK-IN INFORMATION

1 bag each (23kg max)
Departure from LONDON (HEATHROW) Terminal 5
We recommend that you arrive at the airport 2 hrs 30 mins prior to departure.
Late arrival may result in denied boarding.

Baggage allowance
and departure
terminal

OPTIONAL INSURANCE

N/A

Chosen travel insurance

INCLUSIVE PRICE

FULL PAYMENT DUE BY

£2,166.00

WED 27 NOV 19

IMMUNISATIONS

Advice is based on countries to be visited. Consult your GP.

VACCINES RECOMMENDED

Hepatitis A

OTHER VACCINES TO CONSIDER

Hepatitis B; Tetanus

Relevant health information

VISA ADVICE

UK (BRITISH CITIZEN)

Ensure that your passport has a minimum validity of 6 months
beyond your period of stay and sufficient blank pages for visas.

VISA REQUIREMENTS

None

Visa requirements

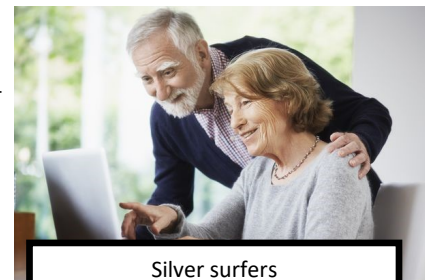
Figure 2.6: An example of an itinerary

- Itineraries are documents including all travel arrangements made for or by a customer. These include travel arrangements, accommodation, excursions, meetings (for business travellers), attractions, car hire etc. All costs, dates & details will be included such as reservation numbers, flight numbers, entry requirements, currency needed etc.
- The **cost** of a holiday is often one of the most important factors for visitors. People consider overall cost, discounts available, extras/add-ons such as baggage & booking fees, exchange rates & any additional taxes/expenses.
- Another big factor to consider in travel planning is the **type of customer**. Senior citizens will have very different needs to young people.

Customer type	Needs to consider
Families	Luggage, buggies, seats together, cots, changing facilities & bottle warming.
Senior citizens	Lots of time, want luxury/comfort, off-peak, mobility/health issues.
Couples	Adults only, more money, sabbaticals. may be older or younger.
Young people	Gap-years, budget friendly, partying.
Customers with special interests	Will have specifics based on interest—skiing, wine tours etc..
Corporate travellers	Convenience, flexibility, wi-fi, comfort, easy.
Groups	Large numbers, seats and room availability
Customers with specific needs	Mobility, assistance, languages, braille/SL?
Children and babies	Safety, ensure with adult, play areas, changing
Travellers with phobias	Fear of flying/sea travel? Alternative routes?
Travellers with equipment/oversized baggage	Extra costs for equipment, if transport will take it etc..

Learning aim D— consumer trends, motivating & enabling factors, effects on popularity & appeal of destinations.:

- Various factors can motivate & enable people to visit global destinations.
- If destinations fail to meet expectations of customers, they will be less motivated to go there as it will appeal to them less.
- Organisations & destinations sometimes target different demographics. These need to be aware of the changing trends for that demographic. For example, **grey gappers** is the term given to elderly people who are now choosing to take a gap year later in life. So organisations need to ensure they have products & services to cater for this.
- Destinations will track demographics as well as where their visitors are coming from to ensure they cater to all.
- Recent changing trends in travel have been the rise of **intergenerational holidays**, adrenaline seekers, **silver surfers**, grey gappers and the use of technology in travel.
- Other things that can influence travellers are changing lifestyles, holiday patterns, sustainability & changes to family structures.
- Travel trends tend to follow whatever is popularised in media. For example, adventure “back to basics” holidays have been made popular by Bear Grylls’ TV shows. Dubai is a growing destination because of influencers on social media platforms showing off lavish trips there etc..



Silver surfers



Influencer Molly Mae in Dubai

- **Motivations** to visit places also depend on that the customer aims to gain from their trip.
- Whether it be rest, culture, an occasions, socialisation, sports, escapism, sun lust or general wanderlust. Travellers have varying motivations for different destinations.
- **Enabling factors** are things that allow travellers to follow their motivations. These include having time, having money, availability of travel, suitability/availability of product or service, influence of marketing & confidence in destinations or organisations,

Leaning aim E—factors affecting the changing popularity & appeal of destinations.

- Destinations need to be aware of changing consumer trends & things that affect them. Failure to do this will lead to a decline in popularity. The factors are as follows:

Political	Civil wars/unrest, legislation & laws, policies, visas, permits & safety can all be political factors affecting appeal. The FCDO provide info for UK travellers for each country in the world before travelling.
Economic	Exchange rates influence how much tourists need to take, currencies can fluctuate & cost of visiting can be very different.
Accessibility & availability	If a country does not have tourist infrastructure, people will not want to visit as it will making travelling difficult & unsafe in places.
Image & promotion	Advertising & marketing draw in travellers. DMOs such as VisitBritain are in control of marketing a destination for tourists.
Natural disasters	Travel will be less appealing if an area has suffered a disaster such as an earthquake or volcano. This can also disrupt travel (2010 Iceland)
Climate & weather	Climate can be the reason people visit & create seasonal tourism. Skiers will want snow, sun worshippers want hot countries etc..

Key words/terms:

Phenomena - Remarkable things, not common and sometimes hard to explain,

Topography - The shape of the land and the physical features of it.

Conurbation - A densely populated urban area, usually made up of several towns.

Flora & fauna - plants and animals.

Altitude - height above sea.

Heritage site - of significance or historical importance.

Infrastructure - the physical structures and facilities that an area needs to function.

Serviced - relates to transport or accommodation where a service is provided for you such as cleaning, catering etc..

Home-stay - a scheme that allows tourists to stay with a local family.

LGBTQ+ friendly - considerate of people from the LGBTQ+ community.

Mature destination - a fully developed tourist area with all facilities to cater tourists. Tourism supports most local jobs and livelihoods.

Emerging destination - A newly discovered tourist area not yet geared towards tourism.

Dark tourism - visiting places where something tragic has happened previously.

Pilgrimage site - a site to travel to for religious importance.

UNESCO - United Nations Educational, Scientific and Cultural Organisation. Preserves sites of importance to them.

Hajj - religious pilgrimage for Muslims to Mecca,

IATA code - 3 letter code given to each airport as an identifier. London Heathrow - LHR.

Tourism receiver - a destination that attracts tourism.

Tourist generator - a destination from which tourists originate.

Berth - 1. Can be a place for a ship to moor. 2. Can indicate how many people can sleep. E.g: a 2 berth caravan.

Repatriate - send someone back to their home country.

Contingency plan - a back up plan for if things were to go wrong.

Sabbatical - a break from work, paid or unpaid.

Aviophobia - fear of flying.

Gap year - a year taken out to travel between school and university.

Adrenaline seekers - people wanted high-action adventure.

Silver surfers - older people who are comfortable using the internet or mobile devices.

Grey gappers - people who take a gap year later in life.

Intergenerational holidays - holidays with features to suit different generations or a family from grandparents to young children,

Metropolitan destination - a city and it's immediate surrounding area.

Staycation - domestic tourism - holidaying within your country of residence.

Winter sun - going to a warm destination in the winter. For UK residents this would be in the southern hemisphere as their summer is in our winter.

Piste - a ski run made of compacted snow.

wint