

Travel and Tourism Year 9



Unit 1: Exploring T&T

Name: _____

Unit 1: Exploring T&T

As you progress through this booklet you will learn about how Travel and Tourism has developed into one of the biggest industries in the world and the key moments which have contributed to its success.

You will be required to conduct research to complete the tasks. You can either print out the worksheets or answer all tasks in your exercise book.



Task 1: Development

For this task, you must demonstrate your understanding of the development of Travel and Tourism by explaining the key moments of its development which made it the industry it is today. You should do this in the form of a wall chart which will be put on display.

First though—fill in the table below to begin identifying some of the key moments in the history of Travel and Tourism.

Year	Development	Year	Development
	Lord Thomson begins creating Thomson Holidays	1998	25.7 Million overseas visitors came to the UK.
	Cross-Channel Hovercraft service introduced.	1999	'Tomorrow's Tourism' launched.
	Development of Tourism Act Passed.	2002	Car ownership in the UK reached 22 million
	Boeing 747 'Jumbo Jet' introduced.		Concorde taken out of service.
1970	Car ownership in the UK reached 11 Million.	2003	50% of UK households had access to the internet.
	UK Tour Operator 'Clarkson' goes into Administration.	2003	UK Tourism value reaches £74 Billion employing 2.1m people.
	Concorde comes into service.	2003	24.7 Million visitors came to the UK.
1982	UK people made 20 million visits abroad.	2004	Worldwide international tourist arrivals reached 760 million.
1986	Number of UK package holiday makers tops 10 million.	2004	27.5 Million visitors came to the UK.
1989	Worldwide international tourist arrivals top 400 million.		Airbus A380 'Super Jumbo' unveiled.
	Tim Berners-Lee invented the Internet.		Thomas Cook, My Travel, TUI/Thomson and First Choice announce merger.
	Channel Tunnel opened.	2009	International tourist arrivals reach 880 Million.
	Easy Jet launched	Make sure you fill in the dates of any of the above events which are missing!	
	National Lottery launched in the UK.		

Comparison

Since the 1930's things have changed quite a lot. Think about what things were like in the 1930's compared to what they're like now—what's changed and how has this affected Travel and Tourism?

	1930's	Present Day	Impact on T&T
Cars			
Planes			
Trains			
Cruise Ships			
Holidays			
Consumer Expectations			

Tourism: What's changed?

Now that we've looked at some of the key points, you need to think about some of the things which have changed and how this has affected holiday's in the UK.

Complete the following table:

Event	Key Year (s)	Example	Impact
Transport Developments			
Increased Disposable Income			
Increased Leisure Time			
Holiday Camps—Butlins			
Holiday Camps—Pontins			
Holiday Camps—Haven			
Holiday Camps—Centre Parcs			
Package Holidays			
Development of Tourism Act 1969			
Role of Central and Local Government			
Changes of consumer expectations.			

Who is who?

Finally—before you commence your wall chart—what did the following famous people do, when and how did it affect tourism? These will all be good things to mark onto your wall chart when you produce it!

Name	What did they do?	When?	Impact?
Tim Berners-Lee	Invented the internet.	1989.	People can now use the internet to book their holidays without leaving the house.
Frank Whittle			
Stelios Haji-loannou			
Billy Butlin			
Piet Derksen			
Henry Ford			
Mott, Hay and Anderson			
Larry Page and Sergey Brin			
Thomas Cook			
Steven Lobbezoo			

Task 2:

Task 2 requires you to consider the different sectors of T&T which exist in the UK. As such, it is important that you can demonstrate your understanding of what is meant by the different sectors and the sorts of businesses which you can expect to find within them.

Fill in the descriptions in the table below to begin working on Task 2.

Sector	Types	Description
Accommodation	Hotels, self catering establishments, bed and breakfast, holiday camps, youth hostel association.	
Catering	Restaurants, cafes and bars.	
Guiding and Information services	National and regional tourism organisations, city bus tours, private guides.	
Tourism Organisations	Outbound and domestic, mass market, specialist.	
Transport	Airlines, airport operating companies, ferry services, train companies, car hire organisations.	
Travel Agencies	Multiple, Maniple, specialist.	
Visitor Attractions	Built and Natural	

Task 2:

For the second part of this task, you need to find **2** examples from each sector—so this means 2 from Accommodation, 2 from Catering so on so forth.

Fill in the table below with your examples:

Sector	Example 1 Name	Address	Example 2 Name	Address
Accommodation				
Catering				
Guiding and Information Services				
Tourism Organisations				
Transport				
Travel Agencies				
Visitor Attractions				

When you've filled in the table, plot your examples on the map overleaf:



Task 2

Finally for Task 2, you need to demonstrate an understanding of the different areas of each sector—you should explain the sorts of products which are supplied within each of the sectors as well as what they are.

Sector	Type	Explanation
Accommodation	Hotels	
	Self-Catering	
	Bed and Breakfast	
	Holiday Camps	
	Youth Hostels	
Catering	Restaurants	
	Cafes	
	Bars	

Sector	Type	Explanation
Guiding and Information Services	National Tourism Organisations	
	Regional Tourism Organisations	
	City Bus Tours	
	Private Guides	
Tourism Organisations	Outbound	
	Domestic	
	Mass Market	
	Specialist	
Visitor Attractions	Built	
	Natural	

Sector	Type	Explanation
Transport	Airlines	
	Airport Operat- ing Companies	
	Ferry Services	
	Train Companies	
	Car Hire Organi- sations	
Travel Agenices	Multiple	
	Maniple	
	Specialist	

Task 3:

For this task , you need to explain the different types of ownership which can be found in the Travel and Tourism Industry in the UK. You need to explain the key terms in the table below:

Key Terms	Meaning
Private Owned Company	
Public Owned Company	
Voluntary Organisation	
Ownership and Liability	
Aims and Objectives	
Sources of Funding	

Companies:

Now, you need to think of some companies which are owned in the ways which we have discussed. Make sure the companies you think of are T&T related—so companies from the Travel and Tourism Industry.

See how many you can list:

Private Companies	Public Companies	Voluntary (Charity) Companies.

	Ownership liability	Aims & objectives	Sources of funding	Differences compared to the other 2 sectors.
Private				
Public				
Volun- tary				

Finally...

Fill in the table on the opposite page filling it in in as much detail as possible.

Remember:

- Think about your key terms—what did they mean?
- Think back to your examples, how did those companies compare to one another in relation to how they made money, what they aim to do and how they are owned?

Once you've done that...

Answer the following questions:

Do you think the majority of companies in Travel and Tourism are Public, Private or Voluntary?

Why do you think this is?

Think about Newquay, what examples for each of the types of company can you think of?

Task 4 - Part A

For Part A of Task 4, you must consider the types of Tourism Organisation which are present in one area.

To start with—think about London—list as many companies as possible which can be found in London in the table below:

Sector	London Examples
Accommodation	
Catering	
Guiding and Information Services	
Tourism Organisations	
Transport	
Travel Agencies	
Visitor Attractions	

Task 4 - Part B

For Part B of this task, you need to choose one of the destinations you have mentioned in Part A and describe what products and features it offers customers who use that business.

Complete the table to explain the key terms:

Attraction Chosen: _____

Guided Tours	Business Facilities	Ferry Crossings
Flights	Restaurant Meals	Internet Booking Facilities
Package Holidays	Corporate Dinners	Creche Facilities
Hotel Rooms	Weddings	Entertainment
Facilities for visitors with specific needs		Representatives

Why might a business offer these different facilities?

Task 5: Job Descriptions

Your final task for this Unit is to provide details of **two** jobs within the Travel and Tourism Industry. You will need to research the different jobs and make sure you provide as much information as possible about them in order to achieve the best possible level on this task.

To start with—see how many jobs you can list in the boxes below:

Sector	Types	Job Titles include:
Accommodation	Hotels, self catering establishments, bed and breakfast, holiday camps, youth hostel association.	<ul style="list-style-type: none"> • Hotel Receptionist • - • - • -
Catering	Restaurants, cafes and bars.	<ul style="list-style-type: none"> • Waiter • • •
Guiding and Information services	National and regional tourism organisations, city bus tours, private guides.	-Tour guide
Tourism Organisations	Outbound and domestic, mass market, specialist.	
Transport	Airlines, airport operating companies, ferry services, train companies, car hire organisations.	- Taxi Driver
Travel Agencies	Multiple, Maniple, specialist.	
Visitor Attractions	Built and Natural	

Job Descriptions

Now—you need to choose 2 jobs in the Travel and Tourism sector. Before we write our jobs descriptions you need to make sure you understand the terminology about each job.

Explain the terms below:

Key Term	Explanation of the term
Role and Responsibilities	
Qualifications	
Skills	
Personal Qualities	
Pay and Conditions	
Seasonal/Permanent/ Part Time/Full Time	

Job 1:

Job Title:	
Roles and Responsibilities:	Personal Qualities:
Qualifications Required:	Pay and Conditions:
Skills:	Seasonal/Permanent/Part Time/Full Time
Examples from Job Site or National/Local Press:	

Job 2

Job Title:	
Roles and Responsibilities:	Personal Qualities:
Qualifications Required:	Pay and Conditions:
Skills:	Seasonal/Permanent/Part Time/Full Time
Examples from Job Site or National/Local Press:	

Congratulations!

Well done, you've completed Unit 1

