

## **BTEC Level 3 National extended certificate in Travel and Tourism**

### **Preparation work: Pre-course reading, research and tasks**

Pre-reading will help you to become more familiar with the topics you are going to study throughout the BTEC Travel and Tourism course. By completing the tasks below, this will help you to feel more confident when you start the course.

#### **Task 1:**

- a) Find a definition of the word 'Tourism' then make a list of the different reasons that people travel away from where they normally live/work.
- b) Give a definition and example for the below terms:
  - a. Inbound tourism
  - b. Outbound tourism
  - c. Domestic tourism
  - d. International tourism
  - e. Specialist travel
- c) Identify different businesses/organisations that fit into these categories (aim for 10 each):
  - Transport organisation (e.g. Jet2.com)
  - Accommodation/Hotel (e.g. Travelodge)
  - Holiday Providers (e.g. Jet2Holidays.com)
  - Visitor attractions (e.g. York Minster)

#### **Task 2:**

Plan a holiday for each of the following groups of customers:

- a) A family of 4 (with 2 children) on a low income.
- b) Retired couple, interested in Roman history.
- c) 4 University students, looking for an adventure.
- d) A multi-millionaire businessperson, their partner and 3 teenage children.

Research and write up options using websites of holiday providers (e.g. TUI, Kuoni, STA travel).

Include

- Where (and why?)
- When/how long (and why?)
- Transport methods – giving a couple of options (and why?)
- Accommodation details – giving a couple of options (and why?)
- Activities/attractions (and why, specifically referring to the people going)
- Estimated cost

#### **Task 3 - Benidorm.**

Click the link and watch about the features that make Benidorm a popular place for tourists, what are the physical and human features? Create a table to summarise its main physical and human features. Include locational details and how easy it is to access. What problems might tourism bring to Benidorm?

[Benidorm - The tourist capital of the Costa Blanca](#)

#### **Task 4 - Importance of tourism to the UK economy.**

Visit the following website and write a 300-word summary of the importance of tourism to the UK economy

[UK Tourism Statistics 2025 - Latest Data](#)

#### **Task 5 – Visitor attractions**

At some point during the summer, try and visit a local or regional visitor attraction. Make notes on what your experience was like. Comment on:

- Facilities and attractions
- Customer service
- Ease of access
- Value for money
- Best bits and disappointments

### **Task 6 - Tourism on your doorstep**

Another summer task you can have a go at is to start investigating the importance of the tourism industry to the Yorkshire economy. Carry out some of your own research and comment on:

1. The different reasons why tourists visit this part of the country
2. The different towns that attract visitors. What is the appeal or attraction for tourists? (think about Yorkshire Dales/ The coast – Scarborough/Filey)
3. The range of tourist attractions in the area – these could be built or natural
4. The range of accommodation providers that exist to support visitors
5. Activities that tourists can participate in whilst visiting the area.
6. Some of the problems encountered in the area when tourists visit. Can you find any news articles or reports that illustrate some of the issues? Try looking at local news websites.

### **Task 7 – Brochures and Leaflets**

Finally, start collecting brochures and leaflets from local attractions and places of interest. Keep them safe – We'll be using a lot of these when we start the course in September. You can pick leaflets up in all sorts of places, even supermarkets have a display of leaflets. In addition, pop into some travel agents, such as Hayes Travel and Tui. Pick up a few holiday brochures and bring them in with you when you start in September.