

BTEC Travel and Tourism

Unit 1

Knowledge Organiser

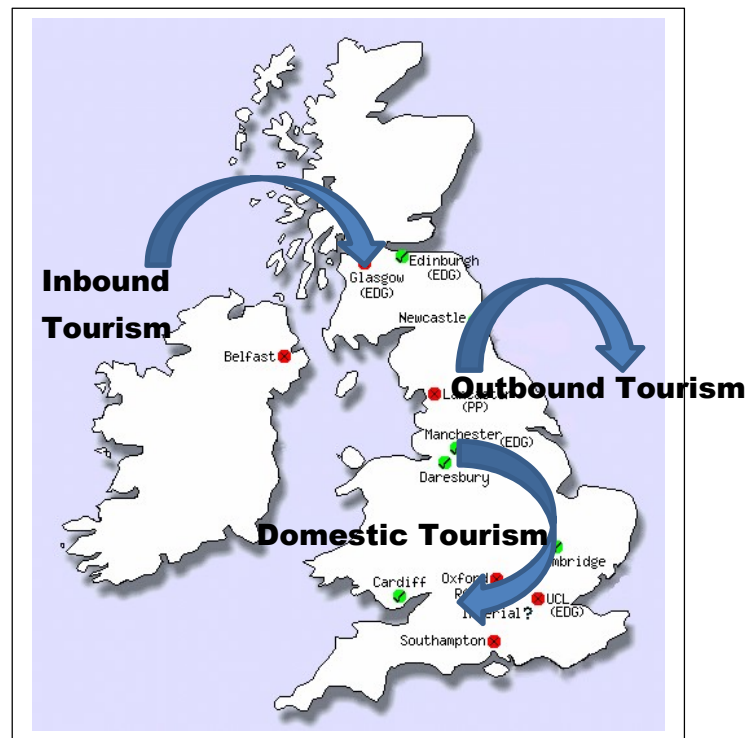
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Learning Aim A: Understand the UK travel and tourism sector and its importance to the UK economy.

Topic A.1 Types of tourism Know the differences between types of tourism

- **Domestic tourism:** definition - taking holidays and trips in your own country
- **Outbound tourism:** definition - travelling to a different country for a visit or holiday
- **Inbound tourism:** definition - visitors from overseas coming into the country.



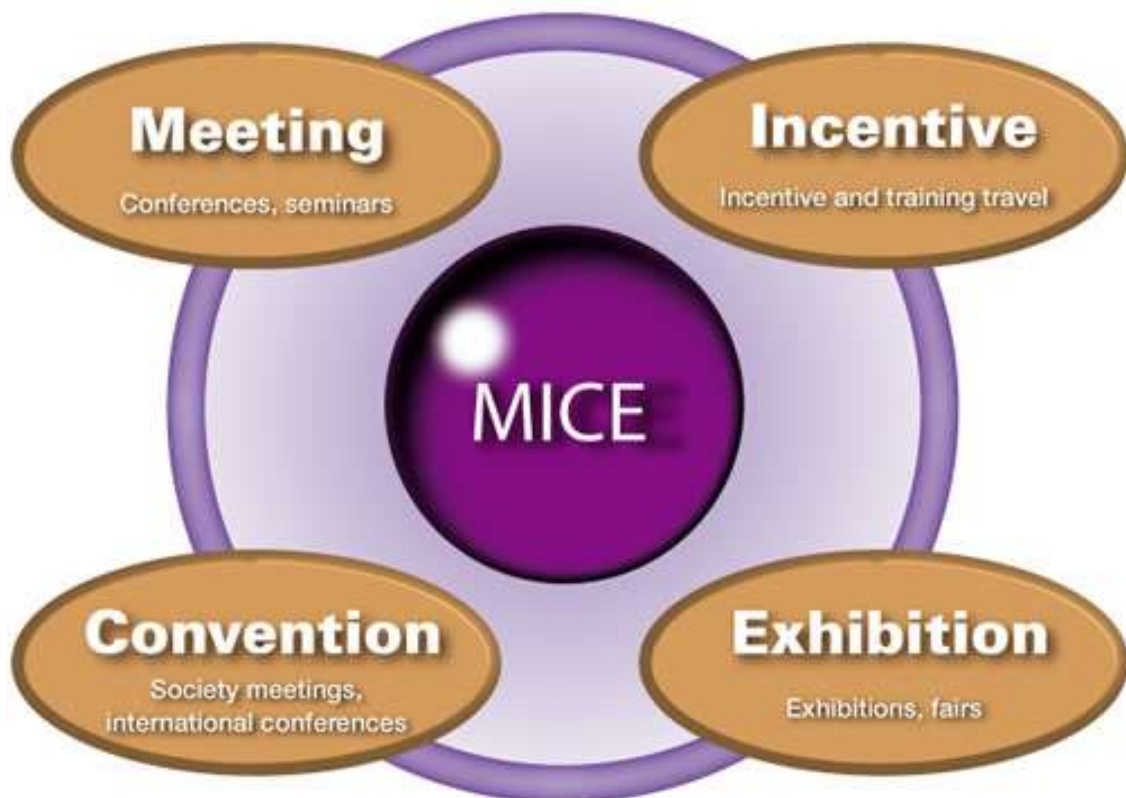
Topic A.2 Types of travel: Understand the different types of, and reasons for, travel:

Leisure travel: Travelling to relax and enjoy yourself, outside of work hours.


- **Day trips**, visiting an attraction and returning home in one day.
- **Short breaks**, less than 4 nights away from home.
- **Holidays**, a period of rest and pleasure away from work, usually 1 week but could be longer, usually during school holidays.
- **Visiting Friends and Relatives (VFR)**, travel to get together with friends and family.
- **Staycations**, a holiday spent at home or in your hometown doing activities or going on trips that there isn't normally time for because of work.
- **Special Events**, a one-off or repeated event that people travel to specifically attend; such as concerts, festivals, football matches.


Business travel: (MICE) Travel for work or professional purposes.

- **Meetings** - People travelling to get together with others for a specific purpose e.g. to make decisions.
- **Incentive** - A meeting or event that is given to employees as a reward for work done e.g. they have made the most sales so they are sent on a trip or holiday.
- **Conference** - A meeting event that involves speakers, discussion, fact finding, problem solving and consultation.
- **Events** - A place people gather to show off products and services, usually relating to one area. E.g. the Gadget Show live showing off new Technology



Specialist travel: Travel which offers the kind of experience the customer wants.

<p>Adventure Tourism</p>	<p>Travel taking place in the natural environment, often in exotic locations. It involves physical activity that can include adrenaline sports such as mountain biking, rock climbing, hiking etc</p>
<p>Cultural Heritage</p> 	<p>Places which represent stories of people and events of the past and present. They are historical and educational as the tourist is learning and experiencing different cultures relevant to the place. In the UK, The National Trust looks after historic buildings and gardens, industrial monuments and countryside sites for the preservation of British Heritage and the enjoyment of visitors.</p>
<p>Health Travel</p> 	<p>Travelling to improve health and well-being. Common examples include spa weekend retreats, yoga or meditation breaks; (these are popular in Kerala in southern India) Health tourism also includes people who travel abroad to have specific treatments carried out (either cosmetic or for a significant health problem) because the country offers cheaper and more advanced facilities.</p>
<p>Education</p> 	<p>Travel for educational purposes is usually made through educational establishments like schools, colleges and universities. The purpose of the trip can be specific, such as field trips or data collection or for more general purposes. Individuals also travel for the chance to learn new skills abroad e.g. short language courses or cookery courses.</p>
<p>Volunteer Work</p> 	<p>It often involves working for a charity in a developing country. Activities can include teaching English in schools, Wildlife conservation and community development projects. Volunteer travel is becoming increasingly popular, especially among young British students that have the opportunity to travel on their gap year. (a year off taken between A levels and university)</p>
<p>Dark Tourism</p> 	<p>Linked to heritage tourism but is related to places that are connected with death, tragedy and the macabre (horribly gruesome). War graves and cemeteries commemorating WW1, e.g. the Somme Battlefield in France, or prison camps of WW2, such as Auschwitz, are major dark tourism destinations.</p>
<p>Eco Tourism</p> 	<p>Its focus is on providing simple, quality tourist facilities in natural locations. Ecotourism facilities, such as lodges are often built using methods and materials that do not spoil the natural environment or local communities. Ideally, they are locally managed and make use of local products and services</p>

<p>Conservation</p> 	<p>Conservation tours support wildlife conservation (protection) programmes and provide learning opportunities about nature, current threats and how to help wild animals and where they live. They use locally owned businesses and guides in communities near wildlife reserves. Like ecotourism, facilities have low impact on the environment and waste is reduced where possible.</p>
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Topic A.3 Principles of sustainable tourism

- **Definition:** meeting the needs of present tourists and local communities while protecting the natural, historical and cultural environment for the future.
- **Principles (What they aim to do):** The main principles of sustainable tourism can be understood in terms of their impact on the economy, environment and communities.

Sustainable Tourism should:

Environmental Factors (Planet)	<ul style="list-style-type: none"> • Make the best use of natural resources as possible e.g recycling, using renewable energy. • Protect the environment • Protect natural heritage and wildlife • Have very little impact on the surrounding countryside
Social/cultural Factors (people)	<ul style="list-style-type: none"> • Be good for the country and the local people. • Help people get together and get on with each other. • Improve the local quality of life i.e. health and well being • Protect living cultural heritage and traditions.
Economic Factors (Money)	<ul style="list-style-type: none"> • Make money for the local people. • Make jobs for local people. • Help improve the lives of people who are poor. • Improve the development infrastructure and economic development of a region.

- **Benefits:**
 - It helps to protect the environment,
 - It reduces the amount of energy used, e.g. electricity, petrol,
 - It reduces the amount of waste created.
 - It creates links with the local community
 - It makes businesses more competitive
 - It improves the image of businesses
 - It saves business money



Topic A.4 The importance of the travel and tourism sector to the UK economy

The Travel and Tourism industry is very important to the UK economy. You will need to be able to look at data and graphs and answer questions on the following:

• **Direct employment:** Jobs that are created by the travel and tourism industry, e.g. Travel Agent, Air Cabin Crew, Hotel Manager. People who are in direct employment will meet or help the tourists as part of their job.

Indirect Employment: Jobs that are created to **supply** and **support** travel and tourism organisations, e.g. the baker who supplies bread to a hotel; the builders who make the hotels. They will not meet or help the tourists themselves but will be meeting or helping those who do.

• **Gross Domestic Product (GDP)** - the value of a country's economy, a measure of all goods and services over a specific time i.e. how much money it makes in a year.

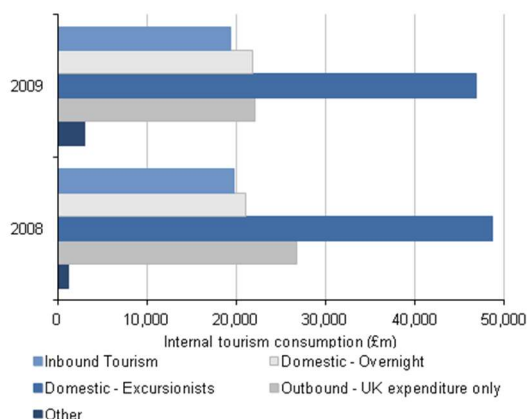
Tourist numbers and the value of tourism spend:

- **Inbound tourism** - the number of inbound tourists and their associated spend (how much the tourists spend while they are there)

- **Domestic tourism** - the number of overnight trips and the associated spend (how much the tourists spend while they are there)

• **Economic multiplier effect:** - direct spending by tourists, circulated throughout the economy on indirect products and services. When tourists spend money, this provides income to the company or people it is spent with. These companies then spend it on other goods and services, e.g. you go to a hotel, and you pay for your room and food. The hotel then uses its money to buy more food supplies, to pay for sheets to be washed, maintenance of the hotel and business services like accountancy (someone to keep a track of their money for them). The staff will also be paid, they will then spend money.

The Multiplier Effect also applies to jobs, because of the money made by those in **Direct Employment**, it makes jobs for people in **Indirect Employment**, this is as a result of the **Multiplier Effect**



• **Total value of goods and services (GDP)** and the way in which growth/investment in one area tends to lead to growth and new jobs in another (the multiplier effect)

• **infrastructure development** - when a country gets more tourists they need more facilities, as the country makes money from tourism they will improve things like the transport network, water supplies, waste disposal, health facilities, leisure facilities; if tourism numbers go down the country will not have as much money to spend on these things.

Key Words

Economy – The value of goods and services of a country or how much money it makes.

GDP/Gross Domestic Product – the amount of money a country makes over a set period of time, for example a year.

Infrastructure – refers to the basic permanent facilities, utilities and services needed for modern society to function, e.g. roads, buildings, water supplies etc.

Learning aim B: Know about the industries, and key organisations, within the travel and tourism sector, their roles and interrelationships

Topic B.1 Industries in the travel and tourism sector

There are many different industries in the Travel and Tourism sector that are helped by working with each other.

• **Tour operators:**

Companies that organise package holidays. They work with hotels, airlines and other transport companies and produce brochures advertising the holidays they have put together. They sell these holidays **through travel agents or directly to customers**, online or by telephone. There are different types of tour operators;

Domestic Tour Operators, these companies put together UK holidays for people living in the UK, e.g. Shearings, Haven Holidays.

Outbound Tour Operators, these companies put together holidays for UK residents wanting to go on holiday overseas, e.g. Thompson Holidays, Thomas Cook

Inbound Tour Operators, these companies provide for overseas tourists who want to travel to the UK, e.g. Pathfinders, GTI Travel.

They all provide package holidays, accommodation, travel, transfers, excursions, other services.



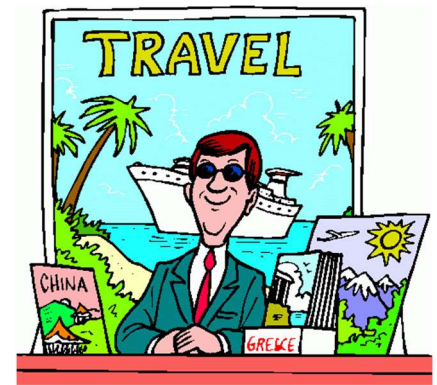
Travel agents: these are people who provide expert advice, arrange and book trips, excursions and package holidays or individual components to book holidays for customers on behalf of tour operators and advise customers on the type of and availability of holidays. There are 3 main types of travel agents;

Multiples - companies with a number of branches/shops throughout the country, e.g. Thompson Holidays and Thomas Cook

Independents - Small privately owned business with fewer than 5 outlets or shops, e.g. Giles Travel.

Online - Companies that only operate on the internet, e.g. Expedia and Travelocity.

What travel Agents do - They Provide - information; foreign exchange (swapping British money for Foreign Money); sales and booking service for packaged holidays, accommodation, flights, transfers and ground transport, excursions, tickets, insurance, ancillary services.



Advantages of booking with a Travel Agent	Disadvantages of booking with a Travel Agent
<ul style="list-style-type: none"> You can buy everything you need for your holiday in one place in a high street shop. You speak to someone face to face, who help you to find the best deal. You speak to someone with who knows where the best places are, what the best products are and can give you expert advice. You know you can complain and get money back if something goes wrong 	<ul style="list-style-type: none"> It can be more expensive if you just want to book a flight as there is a service fee included. Choices may be limited-for excursions, return tickets or hotels the agent has chosen Cost - often excursions offered by agencies are more expensive than at the destination. Some tour operators offer incentives for agents to meet targets; as a result, customers may be sold things they do not need.

Online Travel Services.

Some travel agencies now operate only on the internet to save costs of running a high street shop. These allow customers to access information about airlines, hotels, car-rental companies, cruise lines and last-minute travel packages. Customers can then make their own bookings online.



Advantages of Online Travel Services	Disadvantages of Online Travel Services.
<ul style="list-style-type: none"> Easy for the customer to book their holiday when they want. Customers can compare products and costs of services of lots of holiday providers. Easy to make up the holiday that matches your own needs. You find out instantly what is available, making it easy to get last minute deals. 	<ul style="list-style-type: none"> No expert help, no one to talk to for advice. Limited choice of itinerary. Lack of security online can lead to credit card theft or identity theft. Customer has to sort out their own problems if something goes wrong. It is easy to miss things when you book yourself e.g. transport to and from the airport, insurance etc.

Passenger transport:

Role - to take people from one place to where they want to travel to safely.

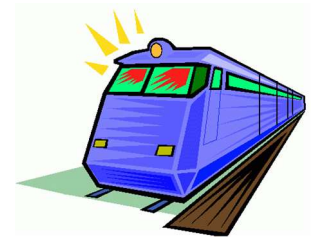
Types:

Road - Most domestic tourism takes place using road transport. People taking day trips usually go by car. Coach Holiday companies also plan their holidays using major road routes. Holiday makers can book the coach to travel from home to their destination (where they want to go).



Advantage of Road Travel	Disadvantages of Road Travel
<ul style="list-style-type: none"> • Cars can stop whenever they want • They can take more luggage • There are not many toll roads (ones you have to pay to travel on) in the UK • You can listen to your own music-as loud as you want! • These days navigation is easy if you have a sat nav device. 	<ul style="list-style-type: none"> • Fuel is expensive • There is a lot of traffic which slows you down • It is hard for inbound tourists who have to get use to driving on the opposite side of the road. • You have to concentrate to avoid accidents, (there are more road accidents than other forms of travel), this is tiring for the driver.

Rail - Travelling by rail is a popular form of transport for both long and short journeys. Train stations are found in central locations that link regional (one area), national (the whole country) and international (across different countries) rail networks. Popular routes are usually between major cities and will run often, and most at high speeds.



Advantages of Rail Travel	Disadvantages Of Rail Travel
<ul style="list-style-type: none"> • Very comfortable (especially first class) • You can get almost everywhere by rail. • You can sleep, read and work while travelling. • There is a very good safety record • You can buy food and drink, there is a toilet and some have a restaurant. • Most now have charging facilities and WiFi 	<ul style="list-style-type: none"> • It is expensive • Prices can be very confusing • Changes can be difficult for foreign travellers. • Sometimes you have to change train a few times to get to where you want to go, this can be difficult with a lot of luggage or children. • Can be very busy and noisy. • Trains can be cancelled and delayed.

Air - This is the fastest way to travel long distances and is provided by lots of different airlines. Some offer domestic routes (inside the country) and most offer international routes (to different countries).

Scheduled Airlines - these are also known as full serviced airlines, this means that the price of the ticket includes a baggage allowance, food, drinks and entertainment on board e.g. Virgin, British Airways.

Low-Cost scheduled airlines - the ticket price is low but extra fees are charged for each service, for items such as pre booked seats, luggage allowance, food and drinks and priority boarding, e.g. Easy Jet and Ryan Air.

Charter Airlines - these flights are only there for holiday schedules and therefore do not run all through the year or as often



Sea -Travel by ferry is an important form of transport; around one in seven visits to the UK are made by ferry. The main routes to the UK run from the south coast ports to France, The Netherlands and Spain, west coast ports to the Republic of Ireland and Northern Ireland and east coast ports to Scandanavia. Passengers can travel by foot but normally they arrive by car or coach. Due to Airline improving, ferry companies have has to improve the quality of products and services they provide. Most offer a range of food, entertainment, accommodation for journeys over 2 hours and shopping facilities.



Types of Transport

Transport	Definition	Examples
<p>Regional transport (specific regions in a country)</p>	<p>Local transport that covers large areas or specific regions In the country. Tourists may use regional transport to get around their destination and to visit other local attractions in the region.</p>	<p>Metrolink</p> <p>First Buses</p>
<p>National Transport</p>	<p>Transport that can get someone from one part of the country to another. National transport networks are often used for domestic tourism and business tourism.</p>	<p>National Express Coaches</p> <p>National Rail Network</p>
<p>Global / International transport</p>	<p>Transport networks that travel outside country borders to connect to international destinations.</p>	<p>Virgin Atlantic</p> <p>Eurostar</p>

