



# Getting Ahead – Pre-course Work

#ThinkBrock

## Travel and Tourism Level 3 Extended Diploma

Welcome to **Travel and Tourism Level 3 Extended Diploma**. In preparation for the start of the course, please complete these tasks and have them with you to hand in during your first week of college in September.

Each of the three tasks should take you approximately four hours per task to complete and are designed to give you an introduction to the subject, and the expectations we have for you to complete at least four hours of independent study, per unit, per week.

### Task 1: Global Destinations

Global destinations are a key aspect of travel and tourism, and their appeal is strongly influenced by factors such as their location, access and changing trends. In order to recommend appropriate destinations to meet the needs of your customers you need an extensive knowledge of geographical locations.

Choose a destination. It can be somewhere you have visited, or somewhere you would like to travel to or learn more about in the future. Research the following about your selected destination to demonstrate geographical awareness:

- Which hemisphere & continent
- Is it coastal, inland, an island?
- Does it have any major rivers, lakes, estuaries, mountain ranges, forests?
- Altitude/height above sea level

What are the features and what is the appeal of your destination? The appeal of global destinations often depends on the features that can be found there.

- Natural attractions, such as; climate, landscape and topography, waterfalls, flora & fauna, natural phenomena such as Northern Lights, volcanoes, geysers
- Weather: precipitation, temperature charts, hours of sunshine, seasonal variations
- Built attractions: cultural heritage, historical sites, religious sites, museums, theme parks

You can present this as an article, a report or a PowerPoint presentation.



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## Task 2: Appeal of destinations

Highlight the features and appeal of your destination. Create a detailed and informative poster or PowerPoint presentation of your destination to show:

- The information you have researched in Task 1.
- Tourist facilities and amenities, such as;
  - Transport links
  - Types of accommodation e.g. services, self-catering
  - Events, entertainment
  - Local culture, events, festivals, ceremonies, including food and drink
  - Sports; have they hosted any major events, such as the Olympics, World Cup, F1 Grand Prix?
  - Facilities provided for activities, for business, leisure

## Task 3: Travel and tourism in the news:

- Describe a news article (either from television, newspapers, travel trade publications or online news)
- Give a heading for your news story and write a brief description that summarises the article.
- Explain how the news event has impacted on the travel and tourism industry, whether it is positive or negative.
- Some examples might be; the fires in Greece, extreme weather, effects of Coronavirus on travel & tourism, effects of mass tourism
- Evidence your findings with quotes, photos, data etc.

## Getting Equipped

You will need the following:

- A ring binder
- Dividers
- Stationery (pens, pencils, highlighters, a ruler)