



WJEC Level 3 Applied ~~0%~~*~~000000~~ ~~0%~~ TOURISM

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GUIDANCE FOR TEACHING

Teaching from 2017
For award from 20



WJEC LEVEL 3

**APPLIED CERTIFICATE AND DIPLOMA
IN TOURISM**

GUIDANCE FOR TEACHERS

For award from 2020

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Introduction

The **WJEC Level 3 Applied Certificate and Diploma in Tourism**, accredited by Ofqual and Qualifications Wales for first teaching from September 2017, is available to:

- all schools and colleges in Wales and England
- schools and colleges in independent regions such as Northern Ireland, Isle of Man and the Channel Islands

The qualification will be awarded for the first time in Summer 2019, using grades A*–E.

This specification offers a broad and coherent course of study which allows learners the opportunity to further develop their skills and knowledge of tourism.

The specification allows the study of tourism in the UK and in a worldwide context.

Key features include:

- opportunities for flexible teaching approaches
- accessibility of materials
- exam questions which demand analysis and extended answers
- high-quality examination and resource materials

Additional ways that WJEC can offer support:

- specimen assessment materials and mark schemes
- exemplar materials
- face-to-face CPD events
- examiners' reports on each question paper
- free access to past question papers and mark schemes via the secure website
- direct access to the subject officer
- free online resources including practice questions and detailed set work notes
- Exam Results Analysis
- Online Examination Review

Aims of the Guidance for Teaching

The principal aim of the Guidance for Teaching is to support teachers in the delivery of the new specification and to offer guidance on the requirements of the qualification and the assessment process.

The guide is **not intended as a comprehensive reference**, but as support for professional teachers to develop stimulating and exciting courses tailored to the needs and skills of their own learners in their particular institutions.

The guide offers assistance to teachers with possible classroom activities and links to useful digital resources (both our own, freely available, digital materials and some from external sources) to provide ideas for immersive and engaging lessons.

Learning outcomes, assessment criteria and command words

Each unit is presented as four columns: learning outcomes, assessment criteria, taught content and exemplification.

- Learning outcomes describe what a learner should know, understand or be able to do as a result of completing the unit
- Assessment criteria describe the standard a learner should achieve
- The taught content illustrate what the learner should know and understand
- Exemplification provides further guidance on what the learner should know and understand.

All assessment criteria start with a command word such as describe, explain. The command word at the beginning of each assessment criteria describes the standard a learner should achieve to achieve the assessment criteria. The following table illustrates how command words are used to target different levels of knowledge or skills and also indicates other command words that might be used to assess knowledge or skills at a similar level.

Command words used in the specification	Possible alternative command words	Definition of command words
Describe Questions target knowledge and understanding of aspects of subject content. Questions typically ask learners to recall knowledge of theories/concepts	Define, identify, outline, summarise, suggest, give	Define - Give the meaning of Identify - Establish or indicate what something is Outline - Write a concise account carefully selecting relevant information and demonstrating the main features or general principles of a topic Describe - Give an account of Summarise - Present principal points without detail Suggest - Present a possible case Give - Produce an answer from recall
Explain, justify Questions target application of knowledge and understanding. Questions typically ask learners to explain concepts and apply knowledge to new situations	Compare, contrast	Explain - A comprehensive account of a topic, exploring underlying reasons, focusing upon the aspect highlighted Justify - Give a satisfactory reason for something Compare - Show similarities and/or differences. Contrast - Show the differences
Analyse, evaluate, discuss, assess, examine Questions target analysis and evaluation of factors/concepts in tourism. Questions typically ask learners to analyse evidence, evaluate issues or draw together information and/or make judgements/discuss issues and draw conclusions.	Argue, debate, explore	Analyse/examine - Examine carefully and in detail so as to identify causes, key factors, possible results, etc. Evaluate - Make a reasoned judgement (including an appropriate conclusion), whilst having critically considered a variety of arguments/ideas Discuss - Explore the subject by looking at its advantages and disadvantages and arrive at a conclusion Assess - Estimate or judge the value or importance of something Argue - Present a reasoned case Debate - Present different perspectives on an issue Explore - Investigate without preconceptions about the outcome Evaluate - Judge from available evidence

Unit 1 – The UK Tourism Product

Introduction

The UK is one of the ten most visited countries in the world which appeals to a wide range of tourist types as it has wide range of destinations and visitor attractions. The UK is a well-established tourism destination which is serviced by commercial and non-commercial organisations within different sectors. The different sectors combine to provide an effective UK tourism industry which markets its products and services to tourists of all types.

Although the UK is a well-established tourism destination it is important that its' natural and built attractions and facilities are managed effectively so that they continue to meet the needs and expectations of its visitors. This importance is exemplified by the wide range of employment opportunities within the UK tourism industry and its contribution to UK's GDP.

The UK is a successful tourism destination; however there are a number of factors which could impact on the future development and success and some of them are outside the control of the UK's tourism industry.

Unit Overview

This unit is externally assessed by a 90 minute examination. The examination will include three scenarios with a combination of short and extended writing questions. The scenarios may be real or fictitious. The questions may relate directly to the scenarios but may also require learners to use their knowledge and understanding of case studies they have researched in the classroom.

Each centre will have to decide the best form of delivery for their learners, and it is acknowledged that local conditions may determine the approach adapted. However, it is strongly recommended that learning involves different types of tourism destinations and organisations supported by as much employer involvement as possible. This approach will enable the learners to apply their knowledge and understanding to the three scenarios. As this unit is assessed through an examination, centres will also need to ensure that their learners have a thorough knowledge of the unit terminology and are able to apply their knowledge and understanding in an applied context. One way of covering the learning outcomes for this unit are to teach them holistically, using a range of case studies and scenarios which will allow the learners to follow an applied process of learning.

Unit content/key terms

LO1 – Understand types of tourist	
AC1.1 Describe ways in which types of tourist can be classified	
Terms	Meaning
Inbound	An inbound tourist involves people travelling to a different country from where they live for a holiday, business or other tourism purpose. E.g. a tourist travelling from Spain to the UK for a holiday.
Outbound	An outbound tourist involves people leaving the country in which they live to take a holiday or other tourism purpose. E.g. a business person from Bristol travelling to Berlin for a conference.
Domestic	A domestic tourist involves people of one country travelling only within that country. A domestic holiday is a holiday spent in the same country and is sometimes referred to as 'staycation'. E.g. a family from Edinburgh taking a holiday in Wales.
Business	A tourist travelling for business purposes is known as a business tourist. Business tourism is part of the business world. Many of the UK's cities feature conference centres that cater to the needs of business tourists. An example of a business tourist is one who makes trips to different places to attend meetings or trade fairs to display and promote his/her own products and services.
Visiting friends and relatives (VFR)	A VFR tourist travels for the purpose of visiting friends and/or relatives. This could involve staying with friends or relatives or in local accommodation. VFR could be for a specific purpose such as attending a wedding, funeral or anniversary.
Leisure	Leisure tourists travel with the primary motivation of taking a holiday from everyday life. Leisure travel is often characterised by staying in hotels or resorts, relaxing on beaches or in a room, or going on guided tours and experiencing local tourist attractions.
Special interest	Special interest tourists have a particular passion such as bird watching, golfing, fishing, classic cars events, food and wine or attending a music festival. Essentially, on a special interest holiday the tourist is likely to spend most of their time engaged in the same activity.
Education	Education tourists travel to a particular place in another town, city or country for further study in order to improve his or her education. There are also people, who travel to attend workshops in order to upgrade skills. E.g. a group of students travelling to New York as part their Level 3 Tourism course.
Sports	Sports tourism involves both spectating and playing activities. Learners should be aware of the range of holidays which are available for tourists to watch major sporting events. Some of these, such as following an international cricket tour can last several weeks. Sports clubs often organise a tour for teams to play opposition in another region. Sports fans travelling to away games and returning the same day are also included as sports tourists.

Adventure	Adventure tourists seek adventurous activities that may be dangerous, such as rock climbing, river rafting, skydiving and bungee jumping. In recent years, the number of companies specialising in adventure tourism activities has increased significantly. In 2016 Visit Wales main promotional thrust was Adventure Tourism.
Health / Medical	This type of tourist seeks special medical treatment, which often involves travel away outside their own country. They may need to travel because their own country doesn't provide the expertise needed or the treatment required is too expensive in their own country. Many health or medical tourists also make trips simply to stay for few days in a healthier climate or in spa resorts. Examples of health / medical tourism include tourist flying to South Africa to undergo plastic surgery, travelling to Hungary for dental treatment or visiting the Royal Turkish Baths and Spa in Harrogate, Yorkshire.
Dark	<i>Dark tourism is the act of travel and visitation to sites, attractions and exhibitions which have real or recreated death, suffering or the seemingly macabre as a main theme. E.g. cemetery tourism visits in London.</i>
Cultural / religious	These types of tourists travel to experience religious or cultural destinations such as Westminster Abbey, St. Paul's Cathedral and Stonehenge and other UNESCO heritage sites. Cultural events such as the Notting Hill Carnival and the Reading Festival also attract many tourists.
Ecotourist	This includes tourists involved in <i>responsible travel to natural areas that conserves the environment and improves the well-being of local people. Ecotourists might also choose accommodation providers that promote sustainable tourism. E.g. buying from local producers, energy and water saving devices.</i>
Backpacker /youth	Descriptions of modern backpackers vary. Typically backpacking tourists are understood as those travellers who demonstrate a preference for budget accommodation with a flexible travel itinerary and take longer rather than shorter holidays. However, backpacking has evolved over time and not all fit into this description as they might prefer more upmarket accommodation. Another description of backpackers might state that they travel as <i>self-organised tourists on a prolonged, multiple destination journey with a flexible itinerary that could include temporary or seasonal jobs.</i>
Summary	Learners need to know: <ul style="list-style-type: none"> • The different types of tourist • Their motivation for travel • The characteristics of their holiday/visits

AC1.2	Explain the appeal of the UK as a tourism destination
Terms	Meaning
Natural attractions	Learners should know examples of major natural attractions such as mountains, rivers, forests, lakes and caves and explain why they appeal to different types of tourist.
Built attractions	Learners should know examples of major built attractions such as castles, cathedrals, abbeys, stately homes and palaces and explain why they appeal to different types of tourist.
Purpose-built attractions	Learners should know examples of major purpose-built attractions such as gardens, museums, theme parks and zoos and explain why they appeal to different types of tourist.
Transport methods and facilities	<p>Learners should know examples of key transport methods and business names used by different tourists such as trains, planes, ferry, cruise, coach, tube, tram, sightseeing buses and car hire.</p> <p>Learners should also be able to explain / discuss the advantages and disadvantages of the different methods of transport, and factors which might influence tourists' choice of transport method. E.g. cost, availability, comfort, frequency, access, journey time and environmental impacts.</p> <p>The names of major transport facilities such as airports, ferry ports, train stations, bus stations, bridges and motorways should be learnt by learners.</p>
Business facilities	Business tourism is an important sector of the UK's tourism industry and that modern facilities help to attract business tourists. Business facilities include large conference / trade fair centres, airport facilities (meeting rooms, business lounge and exclusive refreshment areas) and hotel facilities which include meeting / conference rooms, private refreshment rooms, and entertainment and ICT technologies.
Reputation and status	A destination's reputation is an important factor in tourists' decision making. Reputation can include: safety, security, terrorism, welcoming ethos, human rights, marketing / branding image and facilities (e.g. business, ICT, transport, accommodation). Some destinations are popular for their architecture, night life, wildlife, retail outlets, football teams, etc.
Weather and climate	<p>Climate and weather are important factors in tourists' decision making and also influence the successful operation of tourism businesses.</p> <p>Climate is the long term average in a location whereas weather occurs at a specific time and destination. So, while tourists might expect certain climatic conditions when they travel to a place, they will experience the actual weather, which might deviate quite substantially from the average conditions. Learners should be able to interpret climate charts in order to determine peak times, low seasons and the best times to visit for different types of tourist.</p> <p>Learners should also know that extreme weather conditions can have short and long term impacts on tourism destinations.</p>
Summary	<p>Learners need to know:</p> <ul style="list-style-type: none"> • The key reasons why the UK appeals to both domestic and inbound tourists. • Examples of the UK's key attractions and facilities. • How to interpret climatic data. • The possible impacts of extreme weather conditions.

	LO2 – Know UK tourism destinations
AC2.1	Describe sectors of the UK tourism industry
Terms	Meaning
	Britain's tourism industry is a dynamic affiliation of public and private sector organisations including small-to medium-size enterprises (SMEs); international private businesses (e.g. airlines or large hotel chains), as well as Destination Management Organisations (DMOs) at local and regional level – Visit Britain.
Accommodation providers	<p>There is a wide range of accommodation providers (including timeshare, Airbnb and glamping pods) which provide products and services to types of tourist with different needs and expectations. Within the range of accommodation providers learners should know that some are serviced and other unserviced and that there are advantages and disadvantages of each type for tourists.</p> <p>Grading schemes are used to provide tourist with information about the quality of accommodation. E.g. VisitBritain's National Quality Assessment Scheme. Review sites are also used by tourists to assess the quality of accommodation providers.</p> <p>Learner should be able to describe the range of accommodation in a named UK tourism destination and explain why it is important for destinations to provide a range of accommodation for different types of tourist.</p>
Attractions	Learners should be able to differentiate between natural, built and purpose-built attractions and give examples of each. They should also appreciate that some attractions are free and others charge an admission fee.
Tour operators	<p>Tour operators arrange the transport, accommodation and leisure activities which make up the holiday packages. These packages are usually sold by travel agents.</p> <p>Learners should understand the term 'vertical integration' which means that the various products or services involved in a single holiday are all owned by the same parent company. A tour operator acquires a travel agency that makes arrangements for flights, hotels and cruises all owned by the tour operator. E.g. Thomas Cook.</p> <p>Learners should be able to give examples of major tour operators and know that there are mass market and specialist tour operators.</p>
Travel agents	<p>The role of travel agents is to act as agent selling tourism products and services such as holidays, flights, car hire, rail travel, insurance and currency exchange.</p> <p>Learners should be able to give examples of major travel agents and know that there are different types of travel agents such as high street (retail) travel agents, online travel agents, specialist travel agents (business or specific destinations).</p>

Transport	<p>All tourism involves some form of transport from home to the destination and often more than one method of transport is necessary. An effective transport network is essential for the UK's tourism industry if tourists are to travel to and from tourism destinations easily, quickly and safely. Learners should know the names of major transport organisations: coach operators, car hire companies, train operators, ferry companies, cruise companies and airlines.</p>
Guiding and information services	<p>These two services are sometimes included in the support services sector.</p> <p>People working as guides are important in providing tourists with the appropriate information for the attraction / destination they are visiting. Blue Badge Tourist Guides are the official, professional tourist guides of the United Kingdom. They are recognised by local tourist bodies throughout the UK, and by VisitBritain, as Britain's official tourist guides.</p> <p>Information services in the UK's tourism industry include National Tourist Boards such as VisitWales and VisitBritain and Regional Tourist Boards such as London and North West England. Local Tourist Information Centres and visitor centres provide a range of products and services which help tourists get the most from their visit.</p> <p>London & Partners is the official promotional company for London. They are a not-for-profit public-private partnership, funded by the Mayor of London and a network of commercial partners. Their aims are to build London's international reputation and create additional jobs and growth for the London economy - by attracting overseas businesses, events, congresses, students and visitors to London and helping London businesses go global.</p>
NGOs	<p>An NGO is a non-profit organisation that operates independently of any government, typically one whose purpose is to address a social or political issue. However, NGOs may also receive funding from a government. E.g. Visit Britain and Visit Wales.</p>
Charities	<p>Charities are non-profit organisations. UK charities involved in tourism include:</p> <ul style="list-style-type: none"> • Youth Hostel Association • National Trust • Travel Foundation • Tourism Concern. <p>The Travel Foundation is a UK based charity which aims to respond to concerns of sustainable travel. They provide tools and assistance to travellers, travel agencies and business to become more sustainable.</p> <p>The differences between a non-profit (charities) and an NGO are:</p> <ul style="list-style-type: none"> • An NGO's funds may be raised by the government, but it maintains a non-governmental position, with no need for government representation. • A non-profit organisation uses its funds for the purpose of the organisation, rather than dividing it between the shareholders and the owners of the organisation.

<p>Government</p>	<p>VisitBritain is the national tourism agency – a non-departmental public body funded by (DCMS) which plays a unique role in building England’s / Britain’s tourism product, raising Britain’s profile worldwide, increasing the volume and value of tourism exports and developing the UK’s visitor economy. Working with a wide range of partners in both the UK and overseas, their mission is to grow the volume and value of inbound tourism across the nations and regions of Britain and to develop world-class English tourism product to support growth aspirations.</p> <p>Visit Wales is the Welsh Government's tourism team, within the Department for Heritage. The role of Visit Wales is to support the Welsh tourism industry, improve tourism in Wales and provide a strategic framework within which private enterprise can achieve sustainable growth and success, so improving the social and economic well-being of Wales.</p>
<p>Summary</p>	<p>Learners need to know:</p> <ul style="list-style-type: none"> • The role of each sector • The different objectives public, private and voluntary sector organisations / businesses (commercial and non-commercial) • The funding of each sector • Example organisations / businesses from each sector • How different organisations / businesses work together • The advantages of different organisations / businesses working together.

AC2.2	Describe types of UK tourism destinations
Terms	Meaning
Coastal	<p>The UK's coastal destinations can include:</p> <ul style="list-style-type: none"> • Popular seaside resorts / towns such as Blackpool, Brighton, Skegness and Rhyl. • Areas of Outstanding Natural Beauty (AONBs) and areas of the UK's National Parks such as Pembrokeshire Coast, the New Forest and Exmoor. <p>Learners also need to know the key features of coastal destinations such as the range of accommodation and natural and built attractions.</p>
Cultural	<p>The UK's main cultural destinations can include cities such as Bath, Chester, London, Portsmouth and Liverpool which offer cultural attractions within. Some of the UK's cities have been chosen as a city of culture which has helped to increase their appeal to tourists. E.g. Glasgow and Hull.</p> <p>Cultural destinations can also include well known heritage sites such as Stonehenge, Fountains Abbey, Hadrian's Wall and Pembroke Castle.</p> <p>Major events can also attract many people to a destination – examples include Glyndebourne Festival Opera, Glastonbury Festival and Hay Festival.</p>
Countryside	<p>Countryside areas are geographic areas located outside towns and cities. Learners should know the UK's major countryside areas such as National Parks, AONBs, moors, nature reserves, forests/woods and mountainous areas. Although there are many outdoor activities to be enjoyed in the UK's countryside areas they also offer stately homes, iconic gardens, heritage sites, quaint villages, market towns and real ale pubs.</p>
City	<p>Learners should know the UK's major cities and why they appeal to different types of tourists. Some of the UK's major cities appeal to different types of tourists – some cities have more attractions and appeal to leisure tourists whereas others might appeal more to business tourists. Some of the UK's cities have been chosen as cities of culture which has helped to increase their appeal to tourists. E.g. Glasgow and Hull.</p>
Summary	<p>Learners need to know:</p> <ul style="list-style-type: none"> • Examples of major UK destinations. • One case study of each destination type. This should include why they appeal to tourists: key attractions, events, range of accommodation, facilities (transport, event / conference centres), leisure activities and location.

AC2.3	Describe how marketing principles are used in marketing tourism destinations
Terms	Meaning
Websites	Websites are used by nearly all tourism organisations to market their products and / or services. Websites are used to attract customers to accommodation providers, attractions, destinations, transport methods etc. Successful websites are likely to include photographs, social media links, a wide range of information and special offers.
Conferences	Representatives from some UK tourism organisations attend conferences and trade fairs in the UK and throughout the world in order to promote their business. Examples include the World Travel Market (London) and The World's Leading Travel Trade Show (Berlin 2017).
London & Partners	Some individual cities such as London (Dot London) are now using their own website and other marketing methods to promote their attractions and facilities to the rest of the world. (see AC2.1).
Advertising campaigns	UK tourism destinations and organisations use a range of advertising campaigns such as TV adverts, TV programmes, magazine articles, newspaper adverts, etc. to market what they provide.
Apps and 'Pop ups'	ICT is increasingly used by tourism destinations and organisations in order to market their products and services. The use of apps, social media, 'pop ups', are proving to be very popular with tourists as they can help enhance a visit to a tourist destination or organisation.
Campaigns	Innovative campaigns are used to promote the UK's destinations to both domestic and inbound tourists. For example, Visit England has a Year of Literary Heroes 2017 campaign while Visit Wales is promoting Year of Legends 2017.
Overseas offices	Major commercial and non-commercial tourism organisations often have overseas offices. VisitBritain has offices in several countries such as China and the USA. This global approach helps organisations to understand international customers' needs and expectations as well as connecting with overseas tourism organisations.
TICs and Visitor Centres	There are nearly 300 Tourist Information Centres and visitor centres in convenient locations across England and Wales. They have experts on the local area and are the ideal first port of call to help tourists get the most out of their visit. TIC staff has an in-depth knowledge of the area and will not only be able to help you with things like booking the best B&B but give all kinds of insider tips for discovering the area's main attractions and hidden gems. They also provide a range of products and services which help tourists plan and enjoy their visit.
Billboards	Learners should appreciate that there are other ways of marketing a destination. Billboards can be used to prompt tourists to visit an attraction or destination if they driving or walking in a city. Traditional and digital billboards can be effective marketing tools if well designed – drivers only have 3 – 6 seconds to read a sign!
Summary	<p>Learners need to know:</p> <ul style="list-style-type: none"> • How different organisations, regions and countries market themselves to domestic and overseas tourists. • The type of information which might be included on a website, app, billboard, etc. • The products and services provided by TICs and visitor centres • How ICT is being used to market tourism destinations and tourism businesses.

	LO3 – Understand employment options within the UK tourism industry
AC3.1	Evaluate the range of employment opportunities within the UK tourism industry
Terms	Meaning
Seasonal	There are different types of seasonal jobs in the UK's tourism industry as different sectors need to recruit staff for: bars, restaurants, hotel housekeeping, cruise ships, ski chalets, theme parks, etc.
Temporary / permanent	Some jobs in the UK's tourism industry can be full time, part-time, permanent or temporary. Tourism organisations need to be flexible in order to recruit the staff that they need. This could be a combination of full time, part time, temporary and permanent staff.
Management, supervisory, operative	<p>There are a range of jobs at a higher level. Examples include duty managers, marketing managers, restaurant managers, maintenance managers and events supervisor. Management positions can be gained through academic qualifications, vocational qualifications or tourism industry experience.</p> <p>Specific in-house training is likely to be available within the industry and is often encouraged to enhance promotion prospects and knowledge of particular issues such as leadership skills and marketing methods.</p>
Summary	<p>Learners need to know:</p> <ul style="list-style-type: none"> • The range of jobs available in different sectors of the UK's tourism industry. • The range of jobs available at different levels within the UK's tourism industry. • The advantages and disadvantages of seasonal jobs for employees and employers. • The challenge of recruiting and retaining staff in the UK tourism industry with its peak and low periods.

AC3.2	Describe skills, qualities and qualifications required to work in the UK tourism industry
Terms	Meaning
Personal and interpersonal	Learners' should know the difference between personal and inter-personal skills. Responsibility, loyalty, friendliness, resourcefulness and dependability are all considered personal skills. Interpersonal skills (communication skills) refer to the ability to communicate or interact well with other people such as guests and colleagues. Interpersonal skills overlap with communication skills; however the latter can include non-verbal communication such as body language and written communication.
Technical / Practical	Technical skills are the abilities and knowledge needed to perform specific tasks in the UK's tourism industry. They are practical, and often relate to mechanical, ICT, health and safety, and mathematical. Technical skills are often underrated in the tourism industry as they involve little interaction with tourists / customers.
Qualities	Employers also value qualities as well as skills and qualifications. Typical qualities that employers seek in their employees include: honesty, work ethic, flexibility, determination, reliability, willingness to learn and loyalty.
Qualifications	<p>There is a wide range of qualifications which tourism organisations value when recruiting and retaining staff. The qualifications offered include those offered by educational institutions such as schools, colleges and universities and include qualifications such as GCSEs, GCEs, BTECs and degrees. Some organisations encourage their staff to gain qualifications while at work, online or by attending a college / university for one day a week.</p> <p>For the m Acquiring relevant professional qualifications in the different areas of tourism can improve prospects for employment and upward mobility. In consequence, NVQs and undergraduate degrees are fairly common within the tourism workforce, especially for those in managerial and administrative roles. There are also a wide range of tourism related apprenticeships available. This sort of placement is usually offered to those in the 16 – 24 age range and can provide the necessary training and experience required to gain a permanent job.</p>
Summary	<p>Learners need to know:</p> <ul style="list-style-type: none"> • The skills required by the UK's tourism industry • The qualities that tourism organisation employers seek in potential employees. • The qualifications which are likely to be needed for some jobs in the UK's tourism industry. • The different pathways to achieve management / supervisory positions. • Case studies - the skills, qualities and qualifications needed for 2 different jobs.

AC3.3	Analyse employment trends within the UK tourism industry
Terms	Meaning
Direct and indirect employment	The UK's tourism industry employs approximately 3 million people and is one of the most important industries in the UK. This figure is expected to increase to nearly 4 million by 2025. Learners should be aware that tourism also creates jobs outside its own sector. E.g. in retail.
Full time / Part time and flexible contracts	<p>Nearly 90% of those employed in the UK's tourism industry are on permanent contracts – full time and part time.</p> <p>Flexible contracts - under a casual contract, there is commonly no obligation on the employer to offer work to the individual and, crucially, no obligation on the individual to accept work that is offered. A zero hours contract will typically, but not necessarily, differ from a standard casual worker agreement in that, while the employer is under no obligation to offer work, the individual is usually obliged to be available and to accept the work when it is offered. There has been much criticism in the media about the increasing use of casual contracts and zero hour employment positions.</p>
Seasonal work	The UK's tourism industry has traditionally been very seasonal. In recent years, many tourism destinations and organisations are promoting themselves as an all year round option for tourists. As a result there has been a decrease in the number of seasonal employment opportunities in the UK. Some tourism organisations also employ people from overseas during peak periods but this may change as a result of Brexit.
Graduate opportunities	More people are entering the UK tourism industry with a degree or equivalent. Although the percentage is still lower than non-tourism industries the increasing popularity of Tourism Management degree (and similar) courses are likely to narrow the gap in future years.
Apprenticeships	The number of people completing apprenticeships in the tourism industry is still quite small. However, the government's apprenticeship scheme is still in its infancy but it is hoped that more young people will take advantage of the scheme in order to learn a skill and gain a permanent work placement.
Employment agencies	Employment / recruitment agencies can assist jobseekers looking for placement in roles such as cruise ship staff, airplane hostess and hotel staff. In addition, some UK tourism organisations use these agencies to recruit staff as it can save time and money and they may not have relevant expertise to recruit the appropriate staff.
Sources of data	<ul style="list-style-type: none"> • https://www.ons.gov.uk/peoplepopulationandcommunity/leisureandtourism/articles/tourismemploymentsummaries/characteristicsoftourismindustries2014#highest-qualifications-of-tourism-workers • https://www.visitbritain.org/visitor-economy-facts • http://www.tourismalliance.com/downloads/TA390415.pdf
Summary	<p>Learners need to know:</p> <ul style="list-style-type: none"> • Employment trends within the UK's tourism industry. • How to analyse employment trends and their impacts on the UK's tourism industry. • How to interpret graphs / charts of employment trends. • The advantages and disadvantages of different employment contracts.

LO4 – Understand managing UK tourism destinations	
AC4.1 Explain the importance of managing UK tourism destinations	
Terms	Meaning
Multiplier effect	<p>Tourism not only creates jobs in the tourism industry, it also creates jobs growth in the primary and secondary sectors of industry. This is known as the multiplier effect which in its simplest form is how money spent by a tourist circulates through a country's economy.</p> <p>For example, money spent in a hotel helps to create jobs directly in the hotel, but it also creates jobs indirectly elsewhere in the economy. The hotel, for example, has to buy food from local farmers, who may spend some of this money on fertiliser or clothes. The demand for local products increases as tourists often buy souvenirs, which increases secondary employment - the positive impact.</p> <p>Learners' should know that some of this money eventually 'leaks' from the economy through imports - the purchase of goods from other countries – the negative impact.</p>
Butler Model	<p>The purpose of the Butler Model is to look at the way that tourist destinations grow and develop. The tourist industry is dynamic and constantly changing. Therefore, the Butler Model is a way of studying tourist destinations and seeing how they change over time and in relation to the changing demands of the tourism industry. These changes can then be compared to the predictions as shown on the Butler Model which breaks down tourist destination development into 5/6 stages.</p> <p>The Butler Model (and similar) is important as it raises the awareness in tourism destination organisations that they might need to regenerate, build new attractions and target new markets at some time in the future. The Butler Model and other tourism area life cycle (TALC) models can be considered as being hypothetical but experts disagree on how useful and accurate they really are.</p>
Changing trends and fashions	<p>There are a range of tourism trends which affect the UK's tourism industry. Examples include:</p> <ul style="list-style-type: none"> • Family structure – birth rate, life expectancy, extended families, gay/lesbian parents • Increased ethnic diversity • Ageing population • The rise of intergenerational holidays <p>Fashions in tourism can include the increasingly popularity of adventure tourism, shopping tourism, ghetto tourism, nostalgia tourism and tourism linked to TV / films (Harry Potter, The Lord of the Rings and Games of Thrones).</p> <p>In times of recession and insecurity (terrorism, intolerance and changing politics) tourists look for good value for money and safety. This could mean more are likely to opt for 'staycation' holidays.</p>

Competition	Competition occurs among tourism destinations, countries or regions as well as tourism businesses offering similar goods or services and located in the same tourist destination. Tourism destinations and businesses are continually competing for tourists and need to consider different strategies to attract tourists. Examples might include: new attractions, regeneration of areas, targeting new markets, innovative promotional campaigns and making use of new technologies.
Changing customer demographics	Demographics are the socio-economic characteristics of a population such as age, sex, birth rate, income level, marital status, family structure and religion. The UK's tourism industry needs to be aware of changing demographics so that they market their products and services effectively and plan for the future.
Economic	A tourism destination management plan is likely to include economic objectives such as job creation and increasing the value of tourism (wealth / income for local people and businesses). Tourism can also have negative economic impacts such as an increase house prices and local products and services.
Social	A tourism destination management plan is likely to include positive social objectives such as job creation and an improvement of local facilities. Reducing negative impacts on local peoples' way of life might also be an objective. E.g. displacement, overcrowding, traffic congestion and car parking.
Environmental	Tourism destination management plans are likely to include environmental objectives such as regenerating areas, increasing the use of public transport, conserving areas, reducing pollution levels (air, water, land) and encouraging water and energy saving projects.
Stakeholder needs	<p>Tourism destination management plans should take into account all stakeholders needs before any plans are finalised. Stakeholders can include tourism organisations, local people, government and pressure groups.</p> <p>Involving stakeholders in the process is more likely to result in a plan which would work for the great majority.</p>
Success indicators	<ul style="list-style-type: none"> • An increase in the number of visitors. • An increase in visitor spending. • An increase in the number of jobs in the tourism industry. • An increase in tourists using public transport. • An increase in the number of businesses gaining sustainable tourism accreditation. • An increase in the multiplier effect.
Summary	<ul style="list-style-type: none"> • Learners need to know • Tourism destination management plans. • The different objectives of tourism destination management plans. • The importance of destination management plans to tourists, tourism organisations and local communities. • Why are the plans and their objectives important? • One UK case study. • Success indicators. • http://www.cumbriatourism.org/wp-content/uploads/2015/07/DMP-2014-2016.pdf

AC4.2	Discuss factors which could impact on the future development of UK tourism destinations
Terms	Meaning
Image and reputation	<p>The image and reputation of a destination is an important factor for tourists when deciding whether or not to visit a destination, especially if they have not been before. Tourists may be influenced by friends and family, media reports, travel websites and other sources which provide information about the image and reputation of a destination.</p> <p>Learners should be aware that significant events can drastically affect the image and reputation of a destination in a very short period of time. E.g. terrorist attacks have a negative impact on the image of a destination. Conversely, hosting a major sporting or cultural event may well result in enhancing the image and reputation of a destination.</p>
Political	<p>Political change can either increase or decrease a country's attractiveness for tourism, depending on what the change is. Political instability, civil unrest and war will generate negative publicity, which results in the inevitable decrease in tourist arrivals with substantial negative economic consequences.</p> <p>Political stability is of extreme importance to any investment, but it is of special consequence to tourism because of what is being sold: leisure, fun, peace and comfort. These can only be successfully marketed under stable political conditions. Tourist arrivals are a barometer not only of a nation's currency relative to other currencies but also of the safe perception of a nation.</p> <p>Learners should keep abreast of Brexit developments which could result in changes to border controls, visa requirements, restrictions and taxes.</p>
Social	<p>Social factors can impact on tourists' choice of holiday type and destination. Examples include lifestyle, religion, disposable income, diverse family structures, ethnic diversity and health awareness. Changes in social factors can have positive and negative impacts on the UK's tourism industry. Tourism organisations need to be aware of these changing factors so that they can respond by providing the products and services that tourists want.</p>
Economic	<p>In times of economic prosperity the demand for tourism activities in the UK increases which has a positive economic impact on the UK's GDP and tourism businesses. This is because people will travel more for business and leisure as they are likely to have an increase in disposable income. Business tourism is also likely to increase as businesses are likely to have more to spend and invest. In times of recession the opposite is likely to happen.</p> <p>Changes in economic factors, within the UK and/or overseas, such as taxes, inflation levels, access to credit, disposable income and cost of living are likely to have impacts on the UK's tourism industry.</p>

<p>Environmental</p>	<p>Environmental factors refer to any element that might bring change to an existing environment. This can include factors such as climate change and the management and conservation of natural landscapes (countryside and coastal areas, National Parks, AONBs). The successful management of tourism destinations can help to attract both domestic and inbound tourists.</p> <p>Environmental pressures such as pollution, deforestation, floods, gales, snow and ice can have impacts on tourism destinations and businesses. Learners need to know that environmental factors can have positive and negative impacts.</p>
<p>Summary</p>	<p>Learners need to know:</p> <ul style="list-style-type: none"> • The key factors which are likely to have positive and negative impacts on the UK's tourism industry in the future. • The likely positive and negative impacts. • UK examples.

Guidance for delivery

The unit has been assigned 90 Guided Learning Hours. The unit is externally assessed by a 90 minute examination. In addition, learners will need adequate preparation/revision before commencing the examination.

Set out below is a **possible** model of how teaching time can be allocated across the assessment criteria.

Assessment criteria	Possible teaching hours
AC 1.1 Describe ways in which types of tourist can be classified	6
AC 1.2 Explain the appeal of the UK as a tourism destination	8
AC 2.1 Describe sectors of the UK tourism industry	8
AC 2.2 Describe types of UK tourism destinations	10
AC 2.3 Describe how marketing principles are used in marketing tourism destinations	8
AC 3.1 Evaluate the range of employment opportunities within the UK tourism industry	8
AC 3.2 Describe skills, qualities and qualifications required to work in the UK tourism industry	6
AC 3.3 Analyse employment trends within the UK tourism industry	8
AC 4.1 Explain the importance of managing UK tourism destinations	8
AC 4.2 Discuss factors which could impact on the future development of UK tourism destinations	8
Revision/exam preparation	12

Internal assessment – checklist

When planning for the internal assessment it is essential that the following are addressed to ensure that candidates are fully prepared.

Action	Comments								
Has the unit been taught and meaningful learning taken place over a reasonable period of time?	A core philosophy of applied and experiential learning is: Plan, do, review. Assessment should be summative and take relatively few of the GLH.								
Are you familiar with the controls stated in the Sample Internal Assessment?	The specification and the Sample Internal Assessment have controls that must be adhered to during the preparation and completion of the assignment. The controls are concerned with task setting, task taking and task marking.								
Following completion of the assignment by candidates has marking been undertaken by a suitable qualified and experienced assessor?	An assessor should have appropriate expertise in the subject and level for a specified unit. The assessor is responsible for ensuring that: <ul style="list-style-type: none"> assessment is conducted under specified controlled conditions they are clear about the requirements of the learning outcomes, assessment criteria and marks available prior to commencing controlled assessment evidence is appropriately annotated observation records contain sufficient detail for objective corroboration of decisions judgements are only made against the assessment criteria and marks available 								
Has the <i>Mark Record Sheet</i> at the back of each Sample Internal Assessment been completed fully and accurately?	The <i>Mark Record Sheet</i> must be signed by the candidate and the assessor as evidence that the work presented for assessment is authentic and to ensure that assessment decisions are accurately recorded.								
Are you familiar with the external moderation sampling?	The consistency of assessment across centres will be assured through external moderation of a sample of work for each unit entered. Postal moderation will take place each year in June. WJEC will identify the candidates who are to be submitted in a sample for external moderation. The sample size will be according to the table below. <table border="1" data-bbox="924 1758 1402 2000" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>Total number of candidates entered for the unit</th> <th>Sample size</th> </tr> </thead> <tbody> <tr> <td>1-99</td> <td>10</td> </tr> <tr> <td>100-199</td> <td>15</td> </tr> <tr> <td>Over 200</td> <td>25</td> </tr> </tbody> </table>	Total number of candidates entered for the unit	Sample size	1-99	10	100-199	15	Over 200	25
Total number of candidates entered for the unit	Sample size								
1-99	10								
100-199	15								
Over 200	25								

<p>Are you familiar with the external moderation process?</p>	<p>By 5 May centres should submit a sample for each unit that includes:</p> <ul style="list-style-type: none"> • the controlled assignment brief used to set the assessment activity • a controlled assessment activities sheet completed and signed by the assessor to confirm that the controls for the unit, including authenticity of evidence, have been applied • completed mark record sheets outlining which performance bands are met by the evidence • all evidence produced by learners in completion of the controlled assessment, annotated appropriately by the assessor
<p>Are you familiar with the role of the external moderator?</p>	<p>Moderators will review all evidence presented to ensure standards are aligned within and across centres. Evidence will be judged against the following criteria:</p> <ul style="list-style-type: none"> • task setting – were tasks set within the controls set by WJEC in the model assignment? • task taking – is there evidence that tasks were completed under the controlled conditions set out in the model assignment? • performance bands – does the evidence support the assessor’s judgement of the learner's work against national standards? • annotation – is the evidence produced by learners appropriately annotated? • Authentication – is it clear that the evidence submitted was authentically produced by the learner? • standardisation – is there evidence of effective standardisation/internal quality assurance within the centre?

Unit 2 – Worldwide Tourism Destinations

Introduction

Opportunities to take part in tourism activities have increased tremendously over the last 50 years or so. At the same time, the tourism industry has developed a wider range of products which provide people with the opportunity to travel to destinations which were not accessible in the past.

People are motivated to travel for a wide range of reasons and their travel opportunities are governed by a range of factors. Most people choose to travel for a range of reasons and take part in an ever-increasing range of activities in both short haul and long haul destinations.

Different destinations appeal to tourist for a range of reasons, including climate, facilities, accommodation available and the events which take place in tourism destinations.

It is important to appreciate that tourism is an extremely dynamic industry and an aspect of this dynamism is the changing appeal and popularity of different tourism destinations. Developments in transport, major sporting events and exposure through a film or television series (e.g. Broadchurch) can increase tourists` motivation to visit the destinations. Alternatively, dramatic climatic events or terrorist activity can easily cause tourists to consider alternative destinations.

Tourism destinations need to promote themselves to potential tourists and to encourage those who have visited to return. Destinations may need to develop marketing campaigns to support major events and need to develop strategies which promote the special, unique (USP) features of the destination.

Unit 2 content/ key terms

Centres should ensure that learners have an understanding of each of the key terms in the content of the specification. The following section illustrates how each of the key terms identified in the unit content can be developed.

	LO1 Understand the motivation for travel
AC1.1	Explain the range of factors that can motivate different tourist types to travel to worldwide destinations
Terms	Meaning
Purpose of visit	Learners should be aware of the range of factors which motivate people to travel. The importance of holiday tourism should be considered in relation to the importance of other motivating factors. In some cases, such as business tourism, tourists do not have a choice as to where they travel to and when they travel. The purpose of visit may also impact on the length of visit, for example sports tourism may involve travel to a match and returning the same day, or it might involve an extended visit to a county hosting a major sports tournament such as the Olympic Games.
Image and reputation	The image and reputation of a destination is an important factor for tourists when choosing to visit a destination they have not been to before. Tourists may be influenced by friends and family, media reports, travel brochures and other sources which provide information about the image and reputation of a destination. Learners should be aware that significant events can drastically affect the image and reputation of a destination in a very short period of time. E.g. Terrorist attacks in Paris, Brussels and Tunisia had a negative impact of the image of these destinations. Conversely, hosting a major sporting or cultural event may well result in enhancing the image and reputation of a destination.
Time	People have different amounts of time in which they can partake in tourism activities. Some people, such as backpackers may decide to travel for several weeks or months to long haul destinations such as Australia. Working age people will have a certain number of days holiday during the year and may choose a holiday lasting a week or a fortnight. Other people might choose a long weekend or short break to a city destination as it is more convenient to them if they have work or other commitments.
Cost	Learners should be aware that some tourists have far more money to spend on travel than others and this will affect their motivation. Generally, people will want to get good value for money and will choose destinations to suit their budgets. Learners should have some understanding of the costs of flights to long haul destinations, the price of different hotel rooms, and a typical package holiday to a short haul destination, for example.

Facilities/attractions	<p>Key attractions can be a significant motivating factor which influences tourists to choose a particular destination. For example, Disneyworld and Sea World in Florida. City destinations such as Paris will have a number of ‘must see’ attractions such as the Eiffel Tower and the Louvre museum. Natural attractions such as mountains, rivers and coastal areas with good beaches might also motivate tourists to visit. Tourist facilities such as hotels and other accommodation, transport infrastructure and tourist information services might also influence tourists’ decisions.</p>
Security/safety	<p>Learners should be aware of the range of security and safety issues associated with travel. No destination is completely safe but many tourists will assess the safety and security of a destination before they choose to travel. This may be a significant factor in their motivation to travel to one destination as opposed to another. Safety and security issues might also motivate tourists to choose what they do while they are visiting destinations. For example, not visiting certain areas of a city, or not travelling alone or late at night.</p>
Climate	<p>This can be a significant motivational factor for many tourists. People booking package holidays to Mediterranean resorts in summer will be motivated by the reliability of hot, dry weather. Winter sports enthusiasts will be motivated to choose resorts with a good snowfall record. Learners should be aware that for many destinations their ‘high season’ corresponds with the time of year when the climate is appropriate for the activities which tourists enjoy at the destination.</p>
Events	<p>Tourists may well be motivated to visit a destination because of an event which is taking place. This could be a festival or sporting event which might attract leisure tourists. Conventions and conferences would motivate business tourists. Conversely, events might motivate some tourists to choose an alternative destination since, when an event is taking place, a destination is often busy and accommodation is both expensive and difficult to find.</p>

AC1.2	Explain motivation of tourists to choose different types of holiday
Terms	Meaning
Backpackers	Backpackers are generally younger tourists travelling on a low budget often for an extended period of time. In recent years, certain destinations such as Australia, New Zealand and South East Asia have become popular. Learners should appreciate the motivations of backpackers to travel alone or with friends and to experience new destinations.
Independent	These tourists have made their own travel arrangements rather than buying a package holiday through an agent or tour operator. Some people enjoy the freedom to choose flight times and accommodation which meets their specific needs rather than to opt for a package which has more limited choice. Learners should be aware that independent tourists are not necessarily travelling alone.
Touring	Some tourists enjoy tourism around a destination rather than staying in the same location. Usually tourists choose a car for this but touring by train is also an option. Regions of the UK are popular touring destinations as are regions of France and the USA. These tourists can choose hotel accommodation; camping and caravans are also options.
All inclusive	Learners should be aware of what constitutes an all-inclusive holiday and what differentiates it from a package holiday. Generally, an all-inclusive holiday includes all food and drinks (but drinks may be restricted to local wines and beers for example). Other options, such as 'premium all-inclusive' which includes all drinks can also be offered.
Package	The common components of a package holiday are the flight, accommodation and transfers. Learners should appreciate that package holidays can now offer more choice than they used to with accommodation options such as B&B or half-board being available. Learners should be aware of the advantages and disadvantages of package holidays.
Special interest	There is a very wide range of special interest holidays and learners should be aware of what constitutes a special interest holiday. Essentially, on a special interest holiday the tourists spend most of their time engaged in the same activity. E.g. golfing, bird watching, sailing, painting.
Sports	Sports tourism involves both spectating and playing activities. Learners should be aware of the range of holidays which are available for tourists to watch major sporting events. Some of these, such as following an international cricket tour can last several weeks. Sports clubs often organise a tour for teams to play opposition teams in another region. Sports fans travelling to away games and returning the same day are also included as sports tourists.

<p>Cruise</p>	<p>Cruise holidays have become extremely popular over the last 20 years or so and the range of cruise holidays has increased significantly which are offered to an ever- increasing range of destinations. River cruises and ocean cruises are available. Also, passengers can fly to a departure port in another country of join a cruise at a UK port. Learners should be aware of the major cruise holiday destinations for UK tourists.</p>
<p>Adventure tourism</p>	<p>As the name suggests, tourists spend most of their time partaking in adventure activities, which can be land or water-based. Common activities include walking, climbing, horse-riding, white-water rafting. In recent years, the number of companies specialising in adventure tourism activities has increased significantly.</p>

	LO2 Understand the range and appeal of worldwide tourism destinations
AC2.1	Explain the appeal of long haul tourism destinations
Terms	Meaning
Image and reputation	Major long haul destinations such as cities and areas of countryside develop an image and reputation over a long period of time. Cities such as New York, Sydney and Hong Kong rely on a positive image and reputation to attract millions of tourists each year.
Landscape features	Iconic landscape features in long haul destinations, such as mountains, coastal and river features have a great appeal for many tourists. Learners should be aware of some of the major landscape features which have world-wide appeal, such as the Rocky Mountains or the coast of Australia.
Attractions	All long-haul destinations will have a range of attractions which appeal to different types of tourist. Some of these will be major attractions with a world-wide reputation whilst others will be smaller and appeal to a specific type of tourist. Attractions may be purpose-built such as theme parks or buildings such as cathedrals which have become attractions over time. Attractions may also be natural.
Events	Major events have become an increasingly important factor in the appeal of long-haul destinations. Hosting sporting events such as the Olympic Games or a rugby or football World Cup now enables destinations to receive world-wide exposure. Other destinations have developed cultural events which attract visitors, often outside of traditionally busy periods.
Culture	The opportunity to experience the different culture of many long-haul destinations appeals to many tourists. Different foods, customs, lifestyles and religious practices can create appeal to many tourists.

AC2.2	Evaluate transport options for tourist within long haul tourism destinations
Terms	Meaning
Buses	Buses provided primarily for the inhabitants of long haul destinations can provide tourists with a cheap and convenient way of exploring long-haul city destinations. Tourists need to be confident in their ability to understand timetables and routes and be sure that they are safe and secure using local buses.
Subway/suburban railway	Most major cities have developed underground railway systems to facilitate the movement of workers around the city. As with buses, tourists need to be sure of their safety and security when using underground systems, especially at peak times and late at night, taking notice of advice and guidance provided.
Tourist bus	These offer a very convenient, but often expensive way of travelling around major cities. Most offer a 'hop-on, hop-off' facility enabling tourists to visit a number of major attractions and then catching the next bus to arrive. Usually, tourist buses provide a guide or audio commentary in different languages to provide tourists with information about the destination.
Taxis	Taxis are often one of the most expensive ways of travelling around a city, especially for single travellers or couples. However, taxis are extremely convenient and provide transport from one point to another without the tourist having to wait for public transport
Car hire/private car	Not all long-haul destinations are cities and some, such as areas of the USA or Canada, can be explored successfully by car. Drivers need to be confident and be aware of the rules of the road such as speed limits, but cars do provide far more flexibility than many other methods of transport.
Miscellaneous tourist transport	These include examples such as the trams of San Francisco and the cable car to the Big Buddha in Hong Kong. Rickshaws, tuk-tuks, and similar vehicles can be found in many cities, as can water-based transport.
Cycle	Many cities provide cycle ways which provide an alternative way to explore a city.

AC2.3	Describe transport methods to short haul destinations
Terms	Meaning
Air	The growth in the availability of air travel to short haul destinations over the last 20 years has been phenomenal. Low-cost carriers, notably EasyJet and Ryanair, using online reservation systems and other technological developments have provided opportunities for travel to a wide range of short haul destinations from most UK airports.
Sea/Ferry	In some cases ferries have found it difficult to compete with the competition from the increased availability of air travel. However, tourists travelling to Europe by car still find cross-channel ferries the most convenient form of travel and there is a choice of routes available.
Cruise	As indicated above, there has been a significant increase in cruise holidays in recent years, including cruises to popular short haul destinations in Europe. Passengers can embark at cruise terminals in the UK or fly to an embarkation point in Europe. Mediterranean, fiord and Baltic cruises are the most popular.
Road	Taking a car on a cross-channel ferry and driving to destinations in France, Spain and other European destinations is still a popular option. The motorway system has been developed consistently through the last 50 years and many major destinations can be reached in a day's drive. The advantages of road travel are that more luggage can be taken and the tourist has more flexibility.
Fly/drive	A popular alternative to driving to short haul destinations is the fly/drive option where the tourist flies to a destination and collects a hire car for all or part of their stay. Again, this provides the tourist with additional flexibility and choice and allows them to explore a destination at their own pace.

AC2.4	Explain changes in the accessibility of short haul destinations
Terms	Meaning
New developments	There are many examples where new or improved infrastructure has increased the accessibility of short haul destinations. New or expanded airports, motorway links or docking facilities for cruise ships are common examples. An airline deciding to open a new route or increase the number of flights to a short haul destination will increase its accessibility.
Changing costs	Economic conditions will affect exchange rates and this will affect the value of currencies making short haul destinations more or less expensive depending how exchange rates have changed. (For example, The Swiss Franc has increased in value against Sterling and the Euro in recent years, making Switzerland a more expensive destination and Brexit may well have an impact on currency values).
Tour operators	Exchange rates will also affect the costing of holidays provided by tour operators. If costs of hotels and other facilities/services increase at the destination, the tour operator must pass these on to their clients, making holidays more expensive. In some cases, the tour operator will decide that this may lead to a decrease in bookings and not feature the destination in its brochures. There may be other reasons, such as a lack of suitable accommodation or security issues which may also result in a destination being dropped by a tour operator. Conversely, new attractions, a good reputation or a new event may make a tour operator decide to increase its capacity at a destination, possibly by adding more flights, thus increasing the accessibility.
Transport operators	Low cost carriers in particular, look carefully at each of the routes offered and if a route is not profitable the route will be closed, impacting on the accessibility of the destination concerned. Similarly, the opening of a new route or offering more flights will increase accessibility. Other transport operators, such as coach tour operators will continually assess which of their products is profitable and increase or decrease capacity accordingly.

AC2.5	Analyse climate data for short and long haul tourism destinations
Terms	Meaning
Temperature max/min	Different tourist activities tend to take place within a range of temperatures. It may be too hot for some activities (e.g. playing sports) and too cold for others (e.g. sunbathing). Also, tourists are increasingly aware of the potential health effects of too much hot sunshine.
Average & range of temperature	It is important for tourists to be aware of what the temperature may be before they book a destination. Thus, the average and range of temperatures can be significant in the tourist's decision-making and can impact on the motivation to travel to a destination. In some destinations, average temperatures change very little from year to year, but in others average temperatures can vary a great deal.
Precipitation totals and seasonal changes	Generally, tourist activities are far more enjoyable when it is not raining or snowing. Wet conditions restrict many tourist activities from sunbathing to mountain walking. The total amount of precipitation and the seasonal pattern is an important factor in the appeal of many destinations. For example, the Mediterranean climate is renowned for hot dry summers with very little rainfall, making the region a popular summer holiday and beach destination. The pattern of snowfall in winter sports destinations is an important consideration for winter sports enthusiasts.
Humidity	Humidity refers to the amount of water in the atmosphere. Humid 'sticky' conditions are less pleasant for tourists and make people uncomfortable, making many tourist activities less pleasant. Increasingly, tourists opt to stay in hotels with air conditioning which controls the temperature and humidity. Higher temperatures can be tolerated by tourists if the air is less humid.
High/low seasons	All of the climatic variables listed above contribute to a pattern of climate throughout the year which influences the popularity of tourism destinations. Many destinations are most popular when they experience their best climate. At these times destinations can expect more visitors so accommodation prices and other tourism services become more expensive. It is often the case that the best weather coincides with major holiday periods, leading to congestion in some destinations.

	LO3 Plan marketing campaigns for tourism destinations
AC3.1	Plan marketing campaigns for tourism destinations
Terms	Meaning
Aims and objectives	The plan needs to have a clear aim, appropriate to the nature of the chosen destination together with a set of objectives which are to be met at key stages of the plan.
Present and potential customers	Tourism destinations need to convince present visitors to return as well as attracting new customers in the future. The plan needs to consider both present and potential markets.
Resources	The nature and range of resources which would be available to the marketing department of a major destination should be researched and considered.
Timescales	Some marketing campaigns run for several years, building on a successful strategy which changes the image and reputation of a destination. Other campaigns have a more limited time scale.
Impacts	Every marketing campaign aims to have an impact which is positive. Increasingly, the impact of the campaign will be measured against targets.

AC3.2	Assess materials for use in marketing campaigns for tourism destinations
Terms	Meaning
Structure	Thousands of marketing materials are produced by tourism organisations each year. Each is attempting to persuade tourists to visit the destination and give clear information.
Use of persuasive language	The language used must 'sell' the destination and persuade the tourist to visit.
Maps and images	As with persuasive language, any images used in marketing materials must give a positive image and be persuasive. Maps need to be accurate; their main purpose is to ensure that the visitor gets to the destination. Maps can also provide information about a destination.
Leaflets, brochures and websites	Increasingly destinations will use a combination of printed and online materials in their marketing strategy, with a consistent message be given across all mediums.
Consideration of the target market	Many destinations will produce a range of printed materials aimed at different target markets, which would focus on different attractions and facilities. A destination's website is likely to include different pages for different target markets.
Appropriate strategy	The style and approach of the marketing materials should be appropriate for the type of destination and reflect its image and reputation.
Appeal	Essentially, the marketing materials should reflect and highlight the appeal of the destination.
Attractions	The principal attractions, both natural and built, are usually highlighted in marketing materials produced by tourism destinations.
Facilities	It is common for marketing materials to have some form of link to the accommodation within the destination. Information on transport systems and tours is also common.
Events	Events, especially major events, are often marketed separately, but it is not uncommon for destinations to promote the significant events which are occurring during the year.

AC3.3	Justify marketing campaigns for tourism destinations
Terms	Meaning
Presentation of a case for action	As indicated elsewhere, it is unusual that tourism destinations will 'sit back on their laurels' and assume that tourists will continue to visit the destination. Therefore, destinations will consider the case for developing new markets or ensuring that visitor numbers from established markets are maintained.
Statistical information	Major destinations now use sophisticated methods to collect visitor information. This information will include trends in visitor numbers and feedback on potential future developments.
Evidence to support use of materials and approach taken	Tourism organisations will need to present their case for action and approach to local councils and business organisations within the destination.
Use of persuasive language	Presentations for future strategy and marketing campaigns by tourism organisations will need to persuade councils and business organisations that the approach is correct.

Resources

WJEC Educational Resources website

The Leisure, Travel and Tourism section of the Educational Resources website accessed through the WJEC contains a range of case studies including a number relating to destinations. Elements of these case studies contain information and activities which can support the teaching of the unit.

Published textbooks and other resources

Many textbooks and ebooks have been produced in recent years which have been written to support qualifications such as A Level Travel & Tourism and Level 3 vocational qualifications. Travel & Tourism Publishing is a specialist publisher which offers a range of textbooks and ebooks, some of which focus on tourism destinations.

Other major publishers also offer a range of suitable textbooks which have been written for A Level and other Level 3 qualifications.

Websites of major destinations

There will be a range of websites which contain information relating to major destinations. However, it may be more difficult to find statistical data for tourist destinations which are not a recognised administrative area. Additionally, there are some obvious starting points for internet searches of the destinations chosen by candidates to study for their assignments.

The types of websites likely to contain useful information include:

- The official tourist office for the destination. This may be the starting point for statistical information and is likely to have a section for tourism professionals wishing to investigate and possibly organise tours to the destination. A list of events being held in the destination is also likely to be found.

- The national tourist office for the country in which the destination is situated. This site is likely to have links to other government sites providing statistical information.
- The convention bureau of the destination will provide information for businesses wishing to hold conferences and other events.
- Online guidebooks such as Lonely Planet, World Travel & City Guides, Time Out and similar publications.
- Review websites such as Trip Advisor.
- Accommodation booking sites such as Trivago, Hotels.com and Airbnb.
- Official websites of the major accommodation chains operating within the destination.
- Academic websites containing research documents and essays relating to the destination.
- Travel companies and tour operators offering, tours, short breaks and other holidays to the destination.
- Airlines and other transport operators with links to the destination.
- Local tour guides offering a range of options for discovering the destination.
- Most attractions within the destination will have their own websites with information about their products and services.
- Alternative and specialist guides offering interesting and unusual itineraries within the destination.
- Newspaper extracts in UK the national press featuring tourism-related articles.
- YouTube and other video clips relating to the destination.

Programme of study

The unit has been assigned 90 Guided Learning Hours. The unit is internally assessed, through an assignment which should take 8 hours to complete. In addition, learners will need adequate preparation time to research their ideas before commencing the assignment. Centres should be aware that the assignment carries more marks for task 3 than the other two tasks. However, it is also important that learners obtain a thorough understanding of the key concepts such as tourist motivation, holiday types, destination appeal and transport options to and within destinations before undertaking the assignment.

Set out below is a **possible** model of how teaching time can be allocated across the Learning Objectives and Assessment Criteria.

Assessment criteria	Possible teaching hours allocation
AC 1.1 – Explain the range of factors that can motivate different tourist types to travel to worldwide destinations	12
AC 1.2 – Explain motivations of tourists to choose different types of holiday	8
AC 2.1 – Explain the appeal of long haul tourism destinations	8
AC 2.2 – Evaluate transport options for tourists within long haul tourism destinations	12
AC 2.3 – Describe transport methods to short haul tourism destinations	8
AC 2.4 – Explain changes in the accessibility of short haul destinations	8
AC 2.5 – Analyse climate data for short and long haul destinations	8
AC 3.1 – Plan marketing campaigns for tourism destination	10
AC 3.2 – Assess materials for use in marketing campaigns for tourism destinations	6
AC 3.3 – Justify a marketing campaign for tourism destinations	10 (90 GLH)
Completion of the unit assignment	11

Model Assignment Guidance

Introduction

Centres should be aware that Unit 2 is the designated synoptic unit for the WJEC Level 3 Applied Certificate in Tourism. Assessment in Unit 2 therefore requires learners to draw on skills and knowledge developed in Unit 1. Unit 2 requires learners to draw on the skill of data analysis from Unit 1 and the following knowledge from Unit 1:

- types of tourist
- destination appeal
- the principles of marketing of destinations.

Centres should ensure that learners are thoroughly conversant with the concepts and terminology covered in the content of the unit. Also, centres should be aware of the principles of the centre-based assessment for this qualification as set out in the assignment brief.

In preparing learners for the assignment, centres should be aware that;

Timing – 11 hours are allowed for the completion of the assignment under controlled conditions. However, centres should be aware that learners are allowed **3 supervised hours** before they commence the assignment.

Resources – learners cannot have access to the internet for the duration of the assignment, but they can have access to class notes, text books and information they have collected and stored beforehand.

Supervision - learners must be supervised by an assessor throughout the 11 hours of the assignment.

Feedback – assessors cannot give feedback to learners on work produced during controlled conditions.

Synoptic links – centres should also be aware that learners need to consider the synoptic links between this unit and Unit 1 and draw on their wider knowledge where relevant.

The Scenario and Tasks

Centres should fully understand of the nature of the three tasks in the assignment and understand how these relate to the content of the unit. Learners should be aware of the precise requirements of each task and understand how these relate to the Assessment Criteria.

Centres should also acknowledge of the significance of the performance bands and of the marks which are available for each of the tasks. Additionally, centres should be aware of the each 'sub-task' as defined by the Assessment Criteria.

Centres may choose to provide additional guidance to learners, but this should be within the procedures set out in the Model Assignment.

As much as possible, centres should advise learners to provide separate responses to each of the components of the tasks as they relate to the Assessment Criteria. This will aid the assessment of learners' work and the moderation of finished assignments.

Centres are reminded that the rules of the assignment state that group work and collaboration are forbidden and that learners must work on their own.

In deciding how to manage the time allocations for the three tasks, centres should consider that:

20 marks are available for Task 1

- AC 1.1 – 12 marks
- AC 1.2 – 8 marks

44 marks are available for Task 2

- AC 2.1 – 8 marks
- AC 2.2 – 16 marks
- AC 2.3 – 4 marks
- AC 2.4 – 8 marks
- AC 2.5 – 8 marks

36 marks are available for Task 3

- AC 3.1 – 8 marks
- AC 3.2 – 12 marks
- AC 3.3 – 16 marks

Centres should be aware that in the three supervised hours before controlled conditions begin, learners need to study the information and data relating to Cyprus which has been provided. Additionally, learners must choose **one short haul** and **one long haul** destination. Each of the chosen destinations could be considered for inclusion into the *Away You Go Tours* portfolio. For each destination, information and data, similar to that provided for Cyprus, should be researched and studied. Centres should note that aspects of the research will be required in all three tasks of the assignment.

Centres and learners need to be clear as to which sections of the assignment refer to Cyprus and/or the two chosen destinations. Careful consideration should be given to the selection of the short haul and long haul destinations. Centres and learners should be aware of which sections of the assignment require a focus on the chosen destinations. Destinations should not be too large, e.g. China or too small e.g. Hollywood. It might be helpful for learners to be sure that they understand the geographical size and limits of the destinations they have chosen.

Task 1

This unit has synoptic links to Unit 1. Therefore, learners will be expected to draw on aspects of the content of Unit 1 including:

- Types of tourist
- Appeal of destinations
- Sectors of the tourism industry
- Types of destinations
- Marketing principles
- The importance of managing tourism destinations.

Learners will also need to have a clear understanding of the concepts covered in Unit 2 in order to complete the assignment successfully.

Explain why people travel to these destinations.

- AC 1.1 – Explain the range of factors that can motivate tourists to travel to worldwide destinations.

12 marks are available for this task. Learners need to produce an explanation of the factors which motivate different types of tourists to worldwide destinations using exemplification from Cyprus and the two chosen destinations (one short haul and one long haul) researched in the three supervised hours before controlled conditions commenced.

- AC 1.2 - Explain motivations of tourists to choose different types of holiday.

8 marks are available for this task. Learners need to focus on the different types of holiday identified in the content of the unit. They should be encouraged to exemplify the range of holiday types through exemplification from the information provided from Cyprus and the two destinations (one short haul and one long haul) researched in the three supervised hours before controlled conditions commenced.

Task 2

Assess the appeal of Cyprus and your chosen short haul and long haul destinations. You should include attractions, transport options, accessibility and climate data in your assessment.

It is important for centres and learners to be aware of which sections of this task refer to long haul destinations and which refer to short haul destinations.

- AC 2.1 – Explain the appeal of **long** haul tourism destinations
8 marks are available for this task. Learners should focus on the elements of appeal identified in the content of the unit. They should explain the appeal of the long haul destination they selected and researched during the 3 supervised hours before controlled conditions began. It is important that learners consider the appeal of the destination to different types of tourists in their explanations. Learners may also choose to include more generic information relating to the appeal of long haul destinations and should be aware of relevant synoptic links, as indicated.
- AC 2.2 – Evaluate transport options for tourists within **long** haul tourism destinations.
16 marks are available for this task. The evaluation should focus predominantly on the chosen long haul destination and give consideration to the range of transport options available within the destination. The needs of different types of tourist should also be given careful consideration. Learners could consider feasible options for tourists visiting the chosen destination to make visits to neighbouring attractions. For example, it would be feasible for tourists visiting Las Vegas to visit the Hoover Dam.
- AC 2.3 - Describe transport methods to **short** haul tourism destinations.
4 marks are available for this task. An overview of the transport options for tourists visiting Cyprus and/or the chosen short haul destination is required.
- AC - 2.4 Explain changes in the accessibility of **short** haul destinations.
8 marks are available for this task. Learners should produce an explanation which focuses on Cyprus and/or their chosen short haul destination. There is no prescribed timescale for the changes in accessibility and it may be relevant to include references to planned changes in the near future. Learners may wish to include more generic information relating to changes in the accessibility of short haul destinations.
- AC 2.5 – Analyse climate data for **short haul and long haul** tourism destinations.
8 marks are available for this task. Learners should study the information provided for Cyprus and identify similar climatic data for their two chosen destinations during the three supervised hours before controlled conditions began. Learners should produce an analysis of the data provided for Cyprus as well as for their two chosen destinations, making comparisons where appropriate.

Task 3

Before undertaking this task, it is imperative that centres and learners are aware of the synoptic links to Unit 1 AC 3.3 and are thoroughly conversant with the marketing principles covered in the content.

Learners can choose to consider the marketing of either their chosen long haul **or** short haul destination. They cannot choose Cyprus.

(a) Analyse the strengths and weaknesses of the current marketing activities of your chosen short haul or long haul destination.

Learners will need to have researched the websites of relevant organisations such as tourist boards or Destination Marketing Organisations and be aware of the need to manage tourism destinations effectively, using knowledge and understanding from Unit 1. Contributions of major attractions to the marketing of the destination could be considered as could the influence of any planned major events. Consideration should also be given to the different tourist types to which the destination might appeal.

- Assess materials for use in a marketing campaign for tourism destinations

8 marks are available for this task. Learners should be aware that both digital and printed materials can be assessed. An assessment of the strengths and weaknesses of the materials should be produced. Consideration should be given to the principal tourist groups to which the destination appeals. Learners could consider present marketing campaigns for the destination as well as any materials promoting major events scheduled to be held in the destination.

(b) Prepare and justify a marketing campaign for your chosen destination in 3a which could be incorporated into the Away You Go Tours portfolio.

Before commencing this section, learners should be aware of the precise requirements of the scenario. *Away You Go Tours* already features a number of popular long haul and short haul destinations in its portfolio and the chosen long haul or short haul destination will be added to the portfolio. The learner is required to plan and justify their marketing campaign so that the new destination is promoted in the same way as the current destinations are offered by the operator.

- AC 3.1 – Plan a marketing campaign for tourism destinations.

12 marks are available for this task. Learners will need to give careful consideration to the content of the specification and the requirements of *Away You Go Tours*. Learners are not required to produce examples of promotional materials but draft outlines of materials with some indication of content would be valid. The focus should be the plan of the campaign.

- AC 3.3 – Justify a marketing campaign for tourism destinations.

16 marks are available for this task. Learners need to justify in as much detail as possible, the marketing campaign they submitted for AC 3.1. As above, careful consideration needs to be given to the USP of *Away You Go Tours* and the main customer groups to which the marketing campaign has been directed.

As with other tasks, it is not advisable to combine the two sections of this task.

Unit 3 – The Dynamic Tourism Industry

Unit content/ key terms

Centres should ensure that learners have an understanding of each of the key terms in the content of the specification. The following section illustrates how each of the key terms identified in the unit content can be developed.

	LO1 – Understand the range of external pressures and changing customer needs and expectations
AC1.1	Describe the range of external pressures on the UK tourism industry
Terms	Meaning
Environmental	External environmental pressures such as severe weather and climate change can have negative impacts on tourism destinations and organisations in the UK. E.g. floods and gale force winds. However, a heavy snowfall is likely to have a positive economic impact on mountainous areas such as the Scottish Highlands and Snowdonia. Also an increase in temperature due to global warming might also attract more tourists to the UK.
Economic	<p>People will not go on holiday if they cannot afford it. A recession, whether it be global or UK based, is likely to result in fewer tourists visiting the UK's tourism destinations and organisations as they will have less disposable income. Other examples of external economic pressures include:</p> <ul style="list-style-type: none"> • fuel costs • the economic climate (recession / boom - UK / world) • currency fluctuations • interest rates • new markets (e.g. India and China) and competition from other destinations • taxes – tourist tax, VAT, income tax • possible tariffs as a result of Brexit. <p>Learners need to know that external economic pressures can have positive as well as negative impacts on the UK's tourism industry.</p>
Political	<p>Government legislation and changes in government policy can impact on the UK's tourism industry. For example, the number of international students applying to study in the UK has decreased in recent years due to the tightening of visa requirements. In addition, one aim of Brexit is for the UK to have stronger border controls and less immigration.</p> <p>The UK plays an active role overseas in trying to contain and combat terrorist groups. This can result in extremists apportioning blame on the UK and taking violent actions which are likely to have negative impacts on the UK's tourism industry, albeit short lived.</p> <p>Examples of political external pressure can include:</p> <ul style="list-style-type: none"> • legislation such as health and safety and greater protection for people who book travel and accommodation online. • economic policy • foreign policy

<p>Responses</p>	<p>Responses by the UK's tourism industry might include:</p> <ul style="list-style-type: none"> • legislation • economic policy • increased security • marketing campaigns • reduced prices / special offers
<p>Summary</p>	<p>Learners need to know:</p> <ul style="list-style-type: none"> • The range of external pressures on the UK's tourism industry. • The likely positive and negative impacts of external pressures on the UK's tourism industry. • How the UK's tourism industry is likely to respond to different external pressures

AC1.2	Describe how the UK tourism industry has met the changing needs, fashions and expectations of customers
Terms	Meaning
Higher expectations	Generally, people have travelled far more than previous generations and have higher expectations with regard to the quality of the products and services provided by tourism organisations. The UK's accommodation providers have improved their range of products and services significantly in response to customer expectations. E.g. en-suite rooms, non-smoking rooms, spas, fitness suites, etc.
Wide range of needs	Although different types of tourist have different needs (See Unit 1 AC1.1 for different types of tourist) most simply want to be satisfied with the products and services provided by the tourism organisation(s) they are using. For example, tourists booking a religious holiday might require: <ul style="list-style-type: none"> • visits to religious sites • attending a religious festival • specially prepared food (e.g. halal, kosher) • opportunities for worship
Equality / disability	The Equality Act of 2010 gives disabled people the rights of access to products, facilities and services and ensures that they are treated no less favourably than other customers. This means that the UK's tourism organisations must take positive steps to remove the barriers that disabled people might face. The Equality Act 2010 also protects people in the workplace from discrimination. E.g. age, gender, pregnancy, religion and race.
Changes in lifestyle	The term lifestyle can denote the interests, opinions and behaviours of an individual, group, or culture. Today's tourists have more disposable income than previous generations and are therefore able to travel more and further afield. This allows tourists to pursue personal interests such as sport or wildlife. Generally, people are more aware of a healthy lifestyle which has led to an increase in active and adventure holidays. People also have more knowledge and understanding of the environmental impacts of tourism which can influence their choice of destination and organisation. Other lifestyle changes include: age, use of technology and family structure. The UK's tourism industry needs to be aware of changing lifestyle in order to meet customer needs and expectations. For example, tour operators have had to adapt to younger children joining their grandparents on holidays meaning they have had to include more activities for the younger children.
Working patterns	Working patterns in the UK have changed considerably over the last 50 years. Flexible working patterns have become more common as there are now more people working part-time and in casual employment. Many people also have a 4 – 6 week holiday entitlement. These changes in working patterns enables employees to take more time off to go on day trips, short breaks and / or take two or more holidays per year. This means that UK tourism organisations such as accommodation providers need to provide the required products and services to meet the needs of peoples' changing work patterns. E.g. short break offers, theatre breaks, all-inclusive holidays.

<p>Technological developments</p>	<p>This is the development of anything technological that has or can be used within the UK's tourism industry. Since the inventing of the internet, ICT has developed dramatically – booking online, researching destinations and review websites. Ipads and smart phones are commonly used to find the best deals and are easy to use.</p> <p>Since the 1960's technology has developed hugely with new products such as check in systems at airports that are easier products for customers to use making their whole experience easier. Some of the most notable recent technological developments include:</p> <ul style="list-style-type: none"> • the Internet • call centres - used by tour operators and travel companies • digital and cable TV – outlets for selling travel products and service • self-check in - saves costs for travel companies and increases convenience for travellers with checking in their luggage themselves, choosing their seat and printing boarding passes. <p>Technology development has also shaped the travel sector of the UK's tourism industry. Transport for tourism is constantly changing to meet customer demands for safer, faster, cleaner more comfortable and affordable travel. UK examples of developments in transport technology include:</p> <p>Air Travel – regional airports, Airbus A380 and Boeing 787 Dreamliner. Some UK airports, such as Manchester and Heathrow, are to be regenerated and / or expanded.</p> <p>Rail Travel - Eurostar and High Speed 2 (HS2).</p> <p>Road travel – cleaner public transport (bus, tube, trams, taxis), motorways, bridges, traffic free zones, congestion charges.</p> <p>Water travel – narrow boats, cruise ships, taxis, ferries.</p>
<p>Ethical considerations</p>	<p>Ethical tourism simply means tourism which benefits people and the environment in different destinations. All tourism has the potential to be more sustainable and could have the following characteristics: economic prosperity, social equality and environmental and cultural protection. People are now more aware of the negative impacts of tourism and climate change.</p> <p>As a result of tourists' greater awareness of ethical tourism the UK's tourism organisations have had to respond by implementing sustainable tourism practices. Examples include:</p> <ul style="list-style-type: none"> • Green Tourism Scheme • Peak District Environmental Quality mark

<p>Environmental awareness</p>	<p>Tourists are increasingly choosing holidays and other tourism activities which have a reduced negative impact on tourism destinations. For example, UK tourists may opt to holiday in the UK as there would be less travel which would mean a reduced carbon footprint. Other tourists might choose leisure activities within a tourism destination which are less likely to damage the environment. E.g. walking, kayaking, bird watching.</p> <p>Tourists' increasing environmental knowledge and understanding has led to tourism organisations offering activities which have little or no negative impact on the local environment. This is reflected in the increase in tour operators offering environmentally friendly holidays.</p>
<p>New activities</p>	<p>Tourism destinations and organisations are always looking for new activities which might attract more tourists or a new market. The introduction of Zip World in North Wales has met the needs and expectations of tourists who are seeking adventure and more exciting activities. The Brecon Beacons National Park now offers Stargazing Nights for those interested in astronomy and its stars and planets.</p>
<p>Summary</p>	<p>Learners need to know:</p> <ul style="list-style-type: none"> • the key terms and their meaning • UK examples • how different sectors of the UK's tourism industry have met customers' / tourists' changing needs and expectations • the importance to the UK's tourism industry of meeting customers' / tourists' changing needs and expectations

	LO2 – Understand recent developments in transport technology within the global tourism industry
AC2.1	Describe recent developments in transport technology
Terms	Meaning
Airlines / airports	<p>Technology development has shaped the travel sector of the world's tourism industry. Transport for tourism is constantly changing to meet customer demands for safer, faster, cleaner, more comfortable and affordable travel. Examples of developments in transport technology include:</p> <p>Air Travel – many of the world's major airports are being refurbished and / or expanded to cater for more passengers and their changing needs and expectations. Examples include: Dubai's Al Maktoum International Airport, Amsterdam's Schiphol Airport, Mexico City International Airport and Manchester Airport's £1 billion expansion. New planes have been introduced in response to rising demand e.g. Airbus A380 and Boeing 787 Dreamliner.</p>
Roads	<p>New road projects continue throughout the world as road travel is such a popular choice for many tourists and many destinations can only be accessed by road. In the UK the M8, M73 and M74 improvements in Scotland is the largest UK road construction project in recent years. India is improving its road networks throughout the country and the Interoceanic Highway between Peru and Brazil has provided tourists with an alternative way of travelling throughout this area of South America.</p> <p>Bridges - the Oresund Bridge which is a combined railway and motorway bridge across the Oresund strait between Sweden and Denmark has made it easier for people to travel between the two countries. Other examples include the Hong Kong - Zhuhai-Macau Bridge, the Port Mann Bridge, Vancouver, Canada and the Millau Bridge / Viaduct in France.</p>
Rail / Metro / Trams	<p>Rail projects throughout the world are providing alternative routes for the ever increasing number of tourists. Some tourism destinations see rail, metro and tram as possible solutions to congested roads and high CO2 pollution levels. Example developments include: Melbourne Metro Tunnel, Kenya's Standard Gauge Railway, Eurostar, the Channel Tunnel, Crossrail UK, Berlin's U-Bahn, China's CRH and Switzerland's Gotthard Base Tunnel which is 35 miles long and is the longest and deepest train tunnel in the world will offer quick and easy access through the Alps.</p>
Water	<p>The increasingly popularity of cruise holidays has led to cruise ships getting bigger and bigger. Royal Caribbean's Harmony of the Seas cruise ships can accommodate nearly 5,500 passengers along with 2,100 crew members. Modern cruise ships provide a wide range of facilities for their passengers. Facilities can include: libraries, water slides, mini golf, gaming arcades, cinemas, fitness suites, bars and restaurants. River cruises within Europe have also increased in popularity.</p> <p>Construction projects such as the modernisation of the Panama Canal will allow some cruise ships to pass through the wider locks. There is also a range of ferries, water buses and water taxis which enable tourists to travel to and within destinations. Sydney harbour offers more than 25 ferries to different destinations such as Manly and Watson Bay. In countries such as the UK and France there is a range of water transport along the rivers and canals.</p>

Impacts:	The Manchester and Heathrow airport expansions and other transport development projects can provide good case studies.
Economic	<p>Developments in transport technology are likely to result in more tourists being able to visit the UK and its tourism destinations and organisations. The positive economic impacts will include:</p> <ul style="list-style-type: none"> • job creation • an increase in foreign currency earnings • an increase in income, profit and turnover for local businesses and the UK as a whole • an increase in government revenue through various taxes. <p>Negative economic impacts could include the short and long term costs of transport development and construction.</p>
Environmental	<p>Although the following environmental impacts are generic they can still be applied to different transport development projects.</p> <p>Positive environmental impacts might include:</p> <ul style="list-style-type: none"> • the regeneration of an area • the refurbishment / modernisation of an existing facility such as a rail station, motorway or airport. <p>Negative environmental impacts might include:</p> <ul style="list-style-type: none"> • the loss of habitat and SSSI sites • damage to flora and fauna • an increase in pollution levels – water, land and air.
Social	<p>Major projects such can result positive and negative social impacts.</p> <p>Negative social impacts might include:</p> <ul style="list-style-type: none"> • the destruction of peoples' homes - displacement • an increase in traffic congestion / parking problems <p>Positive social impacts might include:</p> <ul style="list-style-type: none"> • compensation schemes for householders • historical buildings are often protected and archaeologists are permitted access to construction areas which reveal artefacts of interest and importance • improved infrastructure for communities such as new roads, shops, schools and health centres.
Summary	<p>Learners need to know:</p> <ul style="list-style-type: none"> • UK and worldwide examples of recent transport developments • the positive and negative impacts of developments in transport technology

AC2.2	Discuss how the tourism industry has made use of new information and communication technology
Terms	Meaning
Global Distribution Systems (GDS)	<p>A global distribution system (GDS) is a network operated by a company that enables automated transactions between travel service providers (mainly airlines, hotels and car rental companies) and travel agencies. These businesses can access scheduling and inventory of hotels, airlines, car rentals, and railway and bus reservations – in real time. Major GDS networks include Amadeus, Sabre and Travelport.</p> <p>Independent travel agents, online agents, and travel agencies now use increasingly more sophisticated GDS systems to search for the best available travel and accommodations and rates for their clients. Agents will make airline and hotel reservations (in real time) for clients, and they will complete their research and bookings within minutes.</p> <p>Promotional messaging to agents through GDS alert agents to special rates, fares, and travel packages – an effective marketing tool for passing savings on to agents, and from agents to their customers.</p> <p>GDS systems also support high traffic portal travel sites like Booking.com, Travelocity or Trip Advisor.</p>
Databases	<p>Databases used by the tourism industry may vary from simple customer databases used by small hotels and guest houses to huge databases used by the likes of Thomson Holidays (TUI). Useful databases also include the wide range of statistics produced by organisations such as VisitBritain and the Office for National Statistics.</p> <p>Customer databases and tourism statistics help tourism organisations such as hotels and tour operators market their products, target customers (database marketing) and plan for the future. The more tourism organisations know about their customers the more precise and effective their marketing becomes.</p> <p>Some tourism experts believe information is the lifeblood of tourism!</p>
Online bookings and payments	<p>There are many different online booking systems such as Rezgo and Treksoft which allow secure and quick payments systems. Modern and efficient online booking systems are compatible with tablets, PCs and mobile phones which offer customers a range of devices to book and pay.</p> <p>Nearly 60% of travellers book their travel online. If tourism organisations do not offer customers the ability to book holidays or activities in real-time, they will miss out on valuable bookings.</p> <p>Some online booking systems also help tourism organisations with direct marketing and promotions.</p>

Websites	<p>Websites provide a wealth of information and images for customers who are interested in making a booking or visiting a destination and its attractions. In recent years some websites have become more sophisticated as they target specific tourist types and try to develop an online relationship with these customers. For example, some websites are using local people to help sell their destination with local stories and experiences. Websites that have had good reviews include:</p> <ul style="list-style-type: none"> • http://www.visitmusiccity.com/storyofnashville/ • https://www.visitscotland.com/ • http://www.visitcalifornia.com/ <p>Informative and interesting websites can help to attract more visitors and customers to tourism destinations and tourism organisations.</p>
Feedback	<p>The global tourism industry is very competitive. Tourism organisations may have a wonderful website selling amazing products at a price that customers want, but so do their competitors. Reviews collected by businesses such as Feefo can help to generate more potential customers to tourism organisations. This can help to increase customer / visitor numbers and increase sales and profits. Reviews and ratings from customers will also influence other customers and help tourism organisations improve their products and services and plan for the future. Probably the best known review website is Tripadvisor.</p>
Ticketless travel	<p>Some airlines offer ticketless travel which means a booking has been made online and the passenger is only required to present a passport and booking reference number. However, many airlines still require a printed boarding pass. Ticketless travel can be seen as more efficient as less paper is involved for transport organisations.</p>
Apps	<p>Apps are playing an increasingly important role in the tourism industry. The days of guidebooks, maps, and other printed material have largely been replaced by Apps. Tasks such as bookings, information, invoices, etc., have become automated, saving time and money for customers and the tourism industry. The relationship between travel and technology is becoming increasingly closer and tourism businesses need to adapt to this new technological shift and make sure they are able to reach their customers in the mobile environment and become an active part of their digital lives. The most popular Apps usage include hotel search and bookings, maps, restaurants, flight deals and check ins prior to a flight.</p>
Social media	<p>Social media has made a huge impact on the tourism industry. Customers use social networking sites to carry out research, make informed decisions about their destination choice and transport options and share their personal experiences of a particular hotel, restaurant or airline. TripAdvisor is one of the major players with over 50 million monthly visitors.</p> <p>This style of user-generated content is seen by the online community as more credible and authentic and for many hotels, restaurants and visitor attractions, if they are not highly rated, they are losing out to their competitors. Facebook has nearly 2 billion active users posting updates and sharing images.</p> <p>Areas that social media have influenced the tourism industry include:</p> <ul style="list-style-type: none"> • travel research • social sharing • improved customer service

Apple watches and similar	The current Apple Watches are wrist computers but they do have limitations as they don't have a keyboard and you can't browse the internet – the screen is too small. However, owners of an Apple Watch can make payments, check emails, get directions and use Apple Watch Apps.
Summary	Learners need to know: <ul style="list-style-type: none"> • examples of ICT used within the tourism industry • how the tourism industry uses ICT • the benefits to the tourism industry of using ICT

	LO3 – Understand how environmental awareness has affected the global industry
AC3.1	Explain strategies used to manage important heritage and cultural attractions
Terms	Meaning
Introduction - Objectives, roles and tourism organisations	<p>Before studying the strategies used to manage important heritage and cultural and sensitive tourism destinations (ACs 31. And 3.2) it is worth exploring the key tourism organisations and their objectives.</p> <p>Governments and their department (e.g. DCMS, Treasury, Transport), National Tourism Organisations (e.g. VisitScotland) The VisitBritain website explains the structure of tourism in Britain. Objectives are likely to include:</p> <ul style="list-style-type: none"> • environmental • marketing • economic • research and funding (grants) • political – enhanced image, identity and reputation <p>Local authorities, regional organisations and Destination Management Organisations (DMOs – e.g. Visit Somerset) and Destination Management Companies. Objectives are likely to include:</p> <ul style="list-style-type: none"> • control of planning and land use regulations • local infrastructure development • localised marketing – e.g. events • visitor management <p>International agencies such as UNESCO and UNWTO and NGOs. Objectives are likely to include:</p> <ul style="list-style-type: none"> • research and funding of tourism projects • staff expertise / guidance for tourism projects • tourism education for local communities • promoting awareness of environmental, economic, political and social issues / impacts <p>Commercial organisations (private sector) such as tour operators, travel agents, accommodation providers and transport organisations – local, national and international. Objectives are likely to include:</p> <ul style="list-style-type: none"> • the selection and marketing of destinations • the designing and selling of holiday packages • promoting tourism businesses • maximising profits <p>The ideal aim of managing tourism destinations is to minimise the negative impacts of tourism activities and maximise the positive impacts.</p>

Education	<p>There are number of ways that education can be used to help manage heritage and cultural attractions. Examples include:</p> <ul style="list-style-type: none"> • signs within attractions • websites – general and attractions - apps • visitor information centres • tourist information centres • leaflets • www.responsibletrave/.com – the travel guides are an excellent education resource • tv programmes • tour operator brochures, websites. • guides / wardens • pressure groups such as Tourism Concern
Signage	<p>Signs can be effective in educating and guiding tourists. Signs used for walks and trails can be informative as well as keeping tourists on paths which help to protect flora and fauna. Signs such as 'do not feed the animals' are simple but effective. Signs are often seen in National Trust and National Parks areas.</p>
Visitor management	<p>There is a range of visitor management techniques which are available to those who operate attractions. Examples include:</p> <ul style="list-style-type: none"> • limiting visitor numbers • restricting visit time • restricted opening times • increasing opening times • zoning – restricting or increasing space available to be explored • code of conduct / behaviour • introducing or increasing entry / admission fees • restriction by visitor type through pricing policies • signage • informing tourists – leaflets, signs, displays, audio guides • designation - choosing a place for a special purpose or giving it a special status. Examples include: National Parks, UNESCO sites, AONBs and SSSIs. • conservation can include the protecting of animals and plant life and their habitats. It can also relate to the conservation - restoration of cultural heritage which focuses on protection and care of tangible cultural heritage, including artworks, architecture, archaeology, and museum collections. • Interpretation – this is when tour guides, visitor centres, websites, etc. turn factual information into something more meaningful for tourists. This enables tourists to gain an insight and understanding of the reasons for conservation and protection of heritage and cultural attractions. Interpretation elaborates on facts by putting them into context and weaves them into a short story which is more exciting and informative for tourists. <p>The big challenge for the management of attractions is to preserve areas and buildings with minimal human impact, in particular by leisure activities, while at the same time, zones must be found to satisfy recreational and educational needs.</p>

	<p>The development of visitor management plans as part of the management of natural and built attractions is widely accepted by managers and international organisations as a way of reducing conflicts. Implementing visitor management techniques requires accurate knowledge of visitor numbers and activities.</p> <p>Managing tourism in a sustainable way is the broad answer. However, this requires both a long-term plan and careful consideration of the many ways in which tourism activities and environment interrelate.</p>
<p>Summary</p>	<p>Learners need to know:</p> <ul style="list-style-type: none"> • This AC focuses on built attractions but does not exclude examples such as heritage coastlines and UNESCO sites (e.g. Giant’s Causeway) • explain a range of strategies used to manage and protect heritage and cultural attractions • examples from the UK and overseas • two case studies – one from UK and one from overseas

AC3.2	Examine how sensitive tourism destinations are managed
Terms	Meaning
Introduction	See AC3.1 for the tourism organisations involved and their different objectives.
Designation	<p>This is the choosing of a place for a special purpose or giving it a special status. Examples include: National Parks, UNESCO sites, AONBs and SSSIs. The actual choosing of a place to be a National Park or UNESCO site gives a place a special status and recognition. It follows that such places need to be managed in order to conserve them for future generations.</p> <p>Example: Each National Park is administered by its own authority, but that authority does not own all of the land within the Park. They are independent bodies funded by central government to:</p> <ul style="list-style-type: none"> • Conserve and enhance the natural beauty, wildlife and cultural heritage. • Promote opportunities for the understanding and enjoyment of the special qualities of national parks by the public. <p>In carrying out these aims, National Park Authorities are also required to seek to foster the economic and social well-being of local communities within the national park. How do National Parks Authorities and their staff manage such sensitive tourism destinations by using a range of methods:</p> <ul style="list-style-type: none"> • conserving habitats such as woodlands, forests and wetlands • reintroduction projects. E.g. barn owl, eagles, beavers • working with landowners, communities and agencies • protecting historical buildings and sites. E.g. Hadrian’s Wall • monitoring the effects of climate change (MICCI project) • promoting public access and understanding of the countryside • employing people with expertise in archaeology, planning, education, wildlife, sustainability and Geographical Information Systems (GIS).
Carrying capacity	<p>"Tourism Carrying Capacity" is defined by the World Tourism Organisation as "The maximum number of people that may visit a tourist destination at the same time, without causing destruction of the physical, economic, socio-cultural environment and an unacceptable decrease in the quality of visitors' satisfaction".</p> <p>This is a contentious topic for the tourist industry as more destinations and attractions are talking about placing limits on the number of tourists that visit each year. While some critics argue that putting a cap on the number of tourists will hurt local economies, others argue that we are quickly destroying natural environments and overcrowding urban destinations. The age old question remains then, what is this balance?</p> <p>In reality it has proven difficult to monitor visitor numbers to places such as national parks. Also different tourist types have different impacts on a destination visited – coach parties and school groups are likely to have different impacts when compared with culture vultures or birdwatchers. Examples of attractions / destinations which have limited the number of visitors include: Machu Picchu (Peru), Cinque Terre (Italy), and the Galapagos Islands (Ecuador). The island of Santorini (Greece) has limited the number of cruise ship passengers visiting per day.</p>

Zoning	<p>A zoning system can ensure that tourism activities take place at a sustainable level that maximizes benefits and limits negative impacts. In addition, zones can be used to separate different incompatible uses and to minimize user conflicts - tourist activities versus traditional local activities.</p> <p>Zoning means that the given area is divided into clearly designated zones listing the types of tourism activities and infrastructure that would be acceptable and should be developed.</p>
Restricting access	<p>Signatories to the Antarctic Treaty, which include the UK, agreed to impose restrictions on the size of cruise ships that land passengers and the number of people they can bring ashore at any one time. The agreement makes current voluntary limits mandatory under international law.</p> <p>Limiting tourist access to the continent has taken on urgency because of a surge in visits and recent cruise ship accidents. The International Association of Antarctica Tour Operators has said that visits have risen from 6,700 tourists in 1992-93 to 45,213 in 2008-09.</p> <p>In the UK sensitive tourism destinations such as National Parks, AONBs, SSSIs and AoSPs have a primary purpose of conserving the natural landscape (plant and wildlife). In some cases this may mean prohibiting or restricting access to the site.</p> <p>Many heritage sites already restrict access or are considering this option. Examples include: Venice and Machu Picchu.</p>
Sustainability indicators	<p>There are a number of indicators which are applicable to different sensitive tourism destinations. However, they can broadly be categorised as:</p> <p>Environmental – preservation of nature, water quality, waste management, pollution.</p> <p>Social / cultural – visitor numbers, overcrowding, seasonality, quality of life, prices, traffic congestion, westernisation, authenticity, crime, local community views.</p> <p>Economic – job creation, seasonality, wage levels, leakage, local business profits / involvement, GDP, investment.</p>
Education	<p>There are number of ways that education can be used to help manage sensitive tourism destinations. Examples include (also see AC3.1):</p> <ul style="list-style-type: none"> • community inclusion in tourism development – educating hosts • signs within attractions • websites – general and attractions • visitor information centres • tourist information centres • leaflets • www.responsibletrave/.com – the travel guides are an excellent education resource • tv programmes • tour operator brochures, websites. • guides / rangers • pressure groups such as Tourism Concern
Summary	<p>Learners need to know:</p> <ul style="list-style-type: none"> • explain a range of strategies used to manage and protect sensitive tourism destinations • examples from the UK and overseas • two case studies – one from UK and one from overseas

AC3.3	Evaluate how the tourism industry has responded to the threat of climate change
Terms	Meaning
Climate change	<p>What is climate change? Global warming doesn't mean we'll all just have warmer weather in future. As the planet heats, climate patterns change. It'll mean more extreme and unpredictable weather across the world – many places will be hotter, some wetter, others drier.</p> <p>We know the planet has warmed by an average of nearly 1°C in the past century. That might not sound much, but on a global scale it's a huge increase and it's creating big problems for people and wildlife.</p> <p>What causes climate change?</p> <p>With regard to tourism the main causes are:</p> <ul style="list-style-type: none"> • carbon dioxide • deforestation • burning fossil fuels
Transport	<p>Carbon dioxide (CO²) is not a pollutant but a greenhouse gas which contributes mainly to global warming effects and which is associated with climate change. Governments and transport / tourism organisations have responded mainly through:</p> <ul style="list-style-type: none"> • stricter engine exhaust emission tests • cleaner fuel • congestion charges - London • electric / hybrid cars, buses – hire car companies • fuel efficient aircraft – A380 • proposed banning of diesel cars in cities – Paris, Madrid, Mexico City and Athens • better and 'cleaner' public transport – trams, buses, trains • promotion / encouragement to fly no more than once a year, use trains, cycling / walking holidays
Accommodation	<p>Green Hotelier is an International Tourism Partnership which works with the world's leading hotel groups to drive the responsible business agenda. The Green Tourism Scheme has similar aims. Best practice includes:</p> <ul style="list-style-type: none"> • decreasing electricity consumption • decreasing water consumption • decrease paper consumption • increase recycling • decrease energy waste (e.g. air conditioning) • using environmentally friendly products (e.g. for cleaning) • having an Environmental Policy - also a requirement for hotel partners / suppliers • promotion of an environmental day or week • suggestion boxes for staff and guests • award of certificates / ISOs

<p>Tour operators</p>	<p>The role of tour operators include:</p> <ul style="list-style-type: none"> • connecting tourists to destinations • promoting destinations • developing itineraries • opening new areas for tourism <p>An increasing number of tour operators have used their influence to:</p> <ul style="list-style-type: none"> • educate and encourage tourists to make responsible choices • promote sustainable tourism destinations and activities • develop ‘environmentally friendly’ itineraries • support local communities in tourism destinations <p>Examples of tour operators influencing tourism and tourists include: TUI (Thomsons), Intrepid Travel and Responsibletravel.com Useful resource: http://sustainabletourism.net/wordpress/</p>
<p>Destinations</p>	<p>Many tourism destinations throughout the world are making efforts to combat climate change. Barcelona is aiming to become a “self-sufficient city with zero emissions”.</p> <p>The authorities hopes to achieve this by:</p> <ul style="list-style-type: none"> • implementing an Energy, Climate Change and Air Quality Plan 2011-2020 • raising the awareness of climate change • electrifying vehicles • smart street lighting • reducing energy usage • increasing the use of solar and renewable energies • introducing HVAC systems • promoting Barcelona as a “Green City” tourism destination <p>Many other destinations, urban, coastal and rural, are trying to combat climate change and its impacts using a variety of methods.</p>
<p>Summary</p>	<p>Learners need to know:</p> <ul style="list-style-type: none"> • examples of how the tourism industry has responded to the threat of climate change • how successful responses have been – evaluate – successes and failures

	LO4 - Understand current issues facing the tourism industry
AC4.1	Discuss issues facing the global tourism industry
Terms	Meaning
Emergence of new markets	<p>There are many interesting issues occurring in the global travel industry today, and one of the most notable is the growing impact of affluent travellers from “emerging” market countries on travel spending and investment.</p> <p>The increasing number of tourists from emerging markets has led to an increase in tourism organisations reviewing marketing and investment strategies. Many major tour operators in the west are targeting tourists from the emerging markets, especially as they spend more per head than average. Major accommodation providers are investing in Asia and there has been a growth in the building of major airports within this area. India and China are the two of largest emerging markets.</p> <p>Other aspects of emerging markets include:</p> <ul style="list-style-type: none"> • the growth of Online Travel Agents (OTAs) in India targeting niche holidays in India • the increase in domestic, outbound and inbound tourism within Poland the Baltic states • the increase in domestic, outbound and inbound tourism within the Middle East. Airports such as Abu Dhabi and Dubai are major hubs for international travel. Qatar hosting of the Football World Cup in 2022 will lead to further interest and investment in the area • the majority of new airports are being built in Asia. • resource: http://www.travelinvest.co.uk/focus.html
Terrorism	<p>Overall, figures suggest that the tourism industry in countries enduring long-term strife, such as Egypt, suffers more than those affected by individual terror attacks (Tunisia, Morocco, UK, France, and Barcelona). Example - There was strong growth in the number of UK nationals going to Morocco, rising from 308,000 in 2010 to 500,000 in 2016. This included a 51,000 increase in 2012, the year after the <u>Marrakesh bombing</u>, which killed 15 people.</p> <p>Tourism destinations which have suffered from terrorism have responded with strong marketing campaigns and reduced prices. Governments have increased security measures in order to protect tourists, especially in countries where tourism is a major contributor to the GDP. E.g. Tunisia – 16%.</p> <p>Many tourists weigh up the risk against the appeal of the destination. The Wall Street Journal has reported that the chance of Westerner being killed in a terrorist attack was one in three million.</p>

Epidemics / Pandemics	<p>Changes in the human behaviour and life style over the last century have resulted in an increase of epidemics and pandemics all around the world. The spread of infectious diseases among the population is commonly known as epidemics or pandemics. Examples include: Ebola, SARS, Zika virus, avian flu. The diseases can have an immediate impact on tourism organisations and destinations as a result of travel restrictions, media reporting and government measures. The negative economic impacts tend to be largely short term.</p>
Impacts on LEDCs	<p>Positive Economic:</p> <ul style="list-style-type: none"> • increase in incomes / wealth • increase in foreign exchange • multiplier effect • creation of jobs • increased investment and development <p>Negative economic:</p> <ul style="list-style-type: none"> • leakage • low skilled jobs • low pay • dependency on tourism • seasonality – income, jobs • increase in living costs • decline in traditional skills / jobs <p>Positive socio – cultural:</p> <ul style="list-style-type: none"> • preserving of traditional skills and customs • increase and improvement in facilities • improved cultural understanding – tourists and locals • clearer national / regional identity • increase in travel and social mobility • empowerment of local communities – decision making <p>Negative socio-cultural:</p> <ul style="list-style-type: none"> • conflict – tourists and local people • changes to family structure • loss of identity – cultural, language, westernisation • staged authenticity • damage to cultural and heritage site • displacement • social problems – prostitution (sex tourism), crime, begging <p>Positive environmental:</p> <ul style="list-style-type: none"> • improvement in facilities • regeneration • conservation / preservation • protection • new regulations – health and safety, hygiene, construction <p>Negative environmental:</p> <ul style="list-style-type: none"> • pollution – air, water, land (visual) • pressure on local resources – water, energy, land • traffic congestion • erosion of natural resources – pathways, landscape • destruction of natural habitats

<p>Globalisation</p>	<p>Globalisation can be defined as a process of economic, social, cultural, and political activities crosses national boundaries. Globalisation can also be described as the movement of goods, ideas, values, and people around the world.</p> <p>Transport developments and ICT have been the main catalysts with regard to globalisation and tourism. The rapid expansion of airports within Asia and increased access to Smartphones (and similar technology) in Africa are just two examples. The latter has facilitated easy access and spread of information across the continent. This means that people's lives are being opened up to appreciate and embrace new ideas, cultures and values that unite and diversify the world.</p>
<p>Summary</p>	<p>Learners need to know:</p> <ul style="list-style-type: none"> • examples of the key issues facing the tourism industry • the likely impacts of the key issues on tourism destinations

AC4.2	Assess how the UK tourism industry manages current issues
Terms	Meaning
<p>Movement, availability and cost of labour</p>	<p>At present EU citizens are initially permitted to live in any member state. However, after three months they must prove that they are working (employed or self-employed), a registered student or have "sufficient resources" (savings or a pension) to support themselves and not be "a burden on the benefits system". Far from being unconditional, then, the right to free movement is highly qualified.</p> <p>However, the UK has never enforced these conditions as the Home Office judged that the cost of recording entry and exit dates was too high. Since most EU migrants are employed (and contribute significantly more in taxes than they do in benefits), there was no economic incentive to do so. As employees from the EU make up nearly 25% of the UK tourism industry's workforce the UK's tourism industry is concerned about any Brexit deal starting in 2019. The loss of skilled and experienced workers could lead to a shortage of workers and a decline in the quality of customer service which could have a negative impact on turnover / profits.</p>
<p>Regulations</p>	<p>Regulation in the UK is important for the sustainable development and management of tourism, protection and conservation of natural and cultural resources. It involves the public and private sectors as well as local communities involved in tourism development activities - all stakeholders.</p> <p>Regulation ensures the rights of tourists and ensures the rights and obligations of participating businesses, inbound-outbound tour operators and all other concerned players in the tourism field.</p> <p>Regulation includes government legislation, agreements with other countries and private sector self-regulation systems. Examples include:</p> <ul style="list-style-type: none"> • health and safety – transport, leisure activities, hygiene • security – airports, events • protection and conservation of natural and built environments • protection of tourists from unscrupulous tourism business practices • border controls – immigration and customs • multilateral and bilateral agreements with other countries. E.g. EU air transport agreements, hotel grading, UNESCO, WTO • self-regulation such as qualifications in customer service and destination management. Codes of ethics which tourism organisations are required to adhere. <p>N.B. Learners are not required to study actual regulations / laws.</p>
<p>Security</p>	<p>More than any economic activity, the success or failure of a tourism destination depends on being able to provide a safe and secure environment for visitors. As a result of recent terrorist attacks increased security has been introduced. Examples include:</p> <ul style="list-style-type: none"> • an increase in security checks. E.g. prior to boarding • heightened surveillance in places such as railway stations and airport terminals • more police employed • additional security staff in bars, restaurants, hotels, • museums and other attractions have introduced bag checks

	<ul style="list-style-type: none"> • events have increased the number of security staff and bag inspections. E.g. sports, music, conferences • requesting the general public to be more vigilant • tannoy announcements in airports, shopping centres
Infrastructure planning	<p>The number of tourists visiting the UK is likely to increase. The UK's tourism industry needs to have an effective infrastructure plan which is fit-for-purpose for future tourism development / more tourists. This plan might include:</p> <ul style="list-style-type: none"> • new airports • new airport terminals • regenerated rail and bus stations • more public transport – environmentally friendly • improved transport methods – High Speed 2, roads / motorways
Exchange rates	<p>The choice of exchange rate regime is one of the most important that a country's government can make as part of monetary policy. The UK is part of a free-floating currency where the external value of a currency depends wholly on market forces of supply and demand. However, if economic problems arise then a managed-floating currency operated by the central bank may choose to intervene in the foreign exchange markets to affect the value of a currency. The UK government might also:</p> <ul style="list-style-type: none"> • sell its reserves of dollars and purchase Pound sterling to increase its value • borrow foreign currency to purchase Pound sterling to increase its value • increase interest rates which make the Pound sterling more attractive to investors and savers • reduce inflation which will increase the competitiveness of UK products and services and increase the demand for Pound sterling <p>The UK's tourism industry private sector can also play its part by marketing campaigns and reducing the cost of holidays in order to attract more overseas tourists.</p>
The Environment	<p>Possible issues:</p> <ul style="list-style-type: none"> • climate change • pollution • traffic congestion • pressure on local resources – land erosion, land availability, loss of woodland, water • destruction of natural habitats – flora and fauna <p>Also see previous ACs.</p>
Summary	<p>Learners need to know:</p> <ul style="list-style-type: none"> • examples of the current issues facing the UK's tourism industry • how the UK's tourism industry manages current issues • how successful the UK manages current issues – assess – successes and failures

Unit 4 – Event and Itinerary Planning

Introduction

The range and significance of events has increased steadily over recent years. The contribution of annual events to the tourism economy of the area in which they are held can run into millions of pounds. Sporting and cultural events ranging from the Glastonbury Festival to the FA Cup Final and the Edinburgh Festival and Fringe have all become recognised as attracting thousands of day visitors and tourists. Additionally, 'one-off' events such as the Olympic or Commonwealth Games or other major events can also provide a significant boost to the local economy.

Additionally, there are thousands of events held in destinations across the UK each year, which may not command attention from national media but nevertheless add to the local economy. All events which involve tourism needs significant amounts of planning, especially when a new initiative is involved. Once a Christmas market or similar event has run for a couple of years it is relatively easy to plan for the following year. To get the event off the first place needs more planning and effort.

All successful events need careful planning with a number of key elements working together. These include having an adequate budget, working within appropriate timescales and marketing the event successfully. There also needs to be an effective evaluation of the event in order to improve for the following year or to eradicate any unforeseen issues. Successful tours require similar levels of planning using the same elements. Developing appropriate itineraries and marketing these to appropriate target markets in order to provide a profit for the organisations involved requires detailed planning and experience.

Explanation of unit content/key terms

Centres should ensure that learners have an understanding of each of the key terms in the content of the specification. The following section illustrates how each of the key terms identified in the content of the unit can be developed.

	LO1 Understand the process of planning tourism events
AC 1.1	Assess the business planning elements of tourism events
Terms	Meaning
Tourism events	<p>Fundamentally, a tourism event involves a number of people coming together with a common purpose, travelling outside their normal area of work, either for a day or staying away from home in order to attend the event. Although there may be some overlap, types of event include:</p> <ul style="list-style-type: none"> • Cultural events e.g. Royal events and ceremonies • Private events e.g. Weddings and other family celebrations • Sports events e.g. Major sports spectating • Art/entertainment e.g. Music and literary festivals • Political e.g. Conferences and rallies • Fundraising e.g. Walks and runs • Business e.g. Conference and exhibitions

Purpose	<p>Events can have a range of purposes or objectives. For tourism destinations events can be held to:</p> <ul style="list-style-type: none"> • help create a positive image of the destination • extend the tourist season • spread the tourist demand more evenly • attract different types/groups of tourists. <p>Events can have a commercial or non-commercial objective, a purely social objective or a competitive objective. Also, it is often the case that 'events are held within events' e.g. individual performances within the Edinburgh Festival. Many events provide commercial opportunities ranging from the sale of merchandise to concessions selling food and beverage.</p>
Resources	<p>The largest events require millions of pounds of capital investment and years of planning. Generally, events require:</p> <ul style="list-style-type: none"> • Financial resources – sufficient capital to cover costs • Human resources – specialist skills and sufficient labour • Physical resources – adequate space and venue appropriate for the event's requirements • Marketing publicity – to promote the event.
Finance/budget	<p>The majority of events will require a budget which needs to be spent in order to set up the event. This can cover a vast range of items from a wedding cake to the fees provided to performers. The more common elements which feature in the budget for an event would include:</p> <ul style="list-style-type: none"> • Venue and equipment hire • Costs of food and beverage • Fees to performers • Marketing • Human resources and labour
Legal aspects	<p>Again, there is wide range of legal requirements which will vary according to the nature of the event. There will be a range of contracts relating to venue hire and payments to performers, together with health and safety and licencing arrangements.</p>
Risk Assessment	<p>Health and safety legislation will require a range of risk assessments to be carried out before an event can take place. For a wedding breakfast in a hotel this is a fairly straightforward procedure. For an open-air festival attracting 30,000 fans it is a far more complicated business.</p>
Timescales	<p>Generally, the larger the event, the longer the timescale for preparation for the event. Perhaps, a distinction could be made between regular and 'one-off' events. For example, large sports clubs will have a schedule of fixtures and go through a similar procedure for each match. Annual festivals, such as arts and literary festivals will develop a procedure over time, making refinements and adjustments where necessary.</p>
Target market	<p>There are not many events that appeal to every single person. Therefore, organisations planning commercial events need to be aware of what the target market will be for the event and that the event will be a commercial success.</p>

Marketing	Marketing will involve the promotion of the events through appropriate media but also sales and distribution of tickets. Tickets for some events sell out very quickly (e.g. Glastonbury) whereas others need a more sophisticated and expensive marketing campaign to ensure that a sufficient number of tickets are sold.
Foreseen/unforeseen events	Event organisers should be able to plan for and anticipate things such as traffic congestion and access, the possibility of weather hazards and other eventualities. However, some things, such as a major terrorist attack or an outbreak of a disease can be described as being unforeseen.
AC 1.2	Explain how tourism events can be evaluated
Feedback	<p>Feedback can be obtained by external customers who paid to attend the event, as also from those who didn't. External customer feedback could take the form of:</p> <ul style="list-style-type: none"> • Focus groups • Questionnaire survey during or after the event • Online surveys during or after the event • Interviews • Reviews of the event, online and other <p>Additionally, feedback can be obtained from internal customers using the methods identified above.</p>
Observation	Observation can be informal or formal. It is possible to evaluate how the event is progressing by observing activities such as the length of queues, the state of the facilities, etc. Also, a mystery checklist can be used to obtain more formalised feedback.
Qualitative analysis	Qualitative feedback can be obtained through discussions and interviews with internal and external customers of the event. This approach provides customers with the opportunity to express their views of the event at some length and may provide the event organisers with valuable information for future events.
Quantitative analysis	Quantitative analysis will involve analysis and interpretation of data collected via questionnaires and surveys, mainly of external customers. This approach can be used to develop a more systematic evaluation of the event.
	LO2 Understand the nature of UK inbound and domestic tourism
AC 2.1	Describe the types of inbound and domestic tour operator
National	<p>UK domestic tourism has seen a number of significant changes since the end of the Second World War. Soon after, UK tourists were offered the opportunity to travel outside the UK on package holidays. This impacted negatively on traditional coastal destinations in particular. Some of these have struggled to cater for more than their traditional markets and have faced considerable challenges. More recently, the domestic tourism product has diversified and today an ever-increasing range of tourism opportunities is available to domestic tourists.</p> <p>For inbound tourists, the UK is an iconic destination with a rich heritage and culture. This attracts tourists from continental Europe who can arrive by car or train as well as tourists from long haul destinations who arrive by plane. The UK is appealing to tourists from traditional markets such as the USA, Canada and Australia as well as</p>

	<p>those from new markets such as China and India. Many of these travel in groups on escorted tours rather than in family units.</p>
	<p>There are many tour operators offering tours of UK destinations by coach, rail and sea. Coach tours are the most popular. Companies working at the national scale, such as Shearing's and David Urquhart offer a range of itineraries to popular destinations within the UK. Some of these offer tours to the continent, such as Battlefield tours and Christmas market visits.</p> <p>Most UK tours last between 4 and 10 days. Larger national tour operators offer pick-ups from accessible locations such as motorway services. Generally, coach tours offered to domestic tourists are based on popular destinations which appeal mainly to an older customer profile.</p> <p>However, there is a vast range of alternative tours of the UK by rail, sea or a combination of all three, which appeal to many types of UK tourist other than the traditional coach tour market.</p>
Local	<p>There is also a significant number of operators offering a range of UK tours which are based in a specific region or locality. These would have a smaller fleet of coaches than national operators, but are still able to offer a good range of UK tours. An example would be Bakers Dolphin, which is based in the West Country.</p>
Inbound/Domestic	<p>The focus of the unit is on UK domestic and inbound tourism, rather than outbound tourism. Learners need to appreciate that each year, many thousands of tourists from the USA, Canada, China and other countries, book a tour of the UK as an inbound tourist through a travel agent and/or tour operator based in their own country.</p> <p>These agencies/operators may offer tours to a range of destinations, not only the UK. They will contract with a UK based organisation to provide transport and guiding services. Two examples of this type of operator are Titan and Globus.</p> <p>UKINBOUND is the organisation which represents inbound tour operators to the UK and provides a range of information.</p>
AC 2.2	<p>Examine the characteristics of the UK inbound and domestic tourism markets</p>
Customer types	<p>Learners should have some understanding in 20th century developments in UK domestic tourism such as:</p> <ul style="list-style-type: none"> • The introduction of pre-war holiday camps and the impact of the Holiday with Pay Act • The rise of package holidays, the increasing accessibility of long haul destinations and their negative effects on traditional UK seaside destinations • The diversification of domestic tourism and more recent developments such as city tourism, adventure tourism, special interest tourism, second holidays and short breaks, rural tourism, sports and event tourism. <p>A range of customer types participating in UK domestic tourism can be identified, including:</p> <ul style="list-style-type: none"> • A more mature market for coach tours to traditional seaside and cultural destinations

	<ul style="list-style-type: none"> • Generally, less affluent families/couples taking holidays to traditional resorts and caravan parks • Special interest and adventure tourism to countryside and mountainous areas • Second home owners • City break tourism • Sports tourism • Event and festival tourism • Theme park tourism
Transport	<p>In terms of domestic tourism, there have been a number of significant developments which include:</p> <ul style="list-style-type: none"> • Ever-increasing car ownership which has made much of the UK accessible by car to the majority of the population • Significant developments in transport infrastructure, in particular motorway development, which has contributed to the accessibility of many destinations • On-going increased use of railways to access city destinations • The availability of low-cost domestic air travel provided by budget airlines • The continued availability of coach travel as a low-cost alternative
Destinations	<p>UK tourism destinations can be classified simply as:</p> <ul style="list-style-type: none"> • City destinations • Coastal destinations • Countryside destinations <p>City destinations have grown in popularity with both domestic and inbound tourists. London has the status of one of the most important global cities with a range of iconic attractions. Other major cities in the UK, such as Manchester, Cardiff, Liverpool and Glasgow, have seen considerable re-development in recent decades with new facilities such as shopping centres, stadiums other attractions added.</p> <p>Coastal destinations, in some cases, have been affected by the decline of the traditional seaside holiday because many of those who would have chosen seaside destinations in the past, have had more opportunities to travel abroad on package holidays. However, some have been able to develop their facilities and diversify their product in order to attract new customer types and/or to extend the tourist season.</p> <p>Countryside destinations have benefited from the growth in adventure and special interest tourism as well as the increasing awareness of the special characteristics of many of the countryside areas of the UK, some of which have been given protected status. Countryside destinations offer a range of accommodation options such as farm stays and camping as well as new options such as glamping.</p> <p>A recent development for many UK destinations is to adopt a more professional and business-like approach in relation to the development of their tourism product. In many destinations, Destination Management Organisations (DMO's) have replaced traditional tourist boards to develop and implement tourism development strategies.</p>

Guiding	<p>Tour guiding is an important but often overlooked component of the tourism industry. Guides have detailed specialist knowledge of the destinations in which they offer tours, often in two or more languages. Guides can offer half-day or full-day tours or may be assigned to a coach tour lasting several days.</p> <p>Registered guides have to pass professional qualifications to obtain a Blue Badge and many are members of the BRITISH GUILD OF TOURIST GUIDES.</p>
Partnerships	<p>Recent years have seen a significant growth in tourism organisations working in partnership with other organisations. Destination Management Organisations (DMO's) and Destinations Marketing Partnerships (DMP's) are taking an ever-increasing in the marketing of tourism destinations. Often, these partnerships are comprised of both public and private sector organisations.</p> <p>These organisations provide a more professional and strategic approach than traditional tourist boards. Some of the advantages identified include:</p> <ul style="list-style-type: none"> • Providing credibility by developing projects in partnership with high profile organisations • Provide expertise that may not be available in-house • Cut marketing and other costs for individual attractions • Help with grant writing and revenue generation <p>Further information on partnerships is available through the VISIT BRITAIN website.</p>
AC 2.3	Analyse data relating to the UK inbound and domestic markets
Trends	<p>The value of the VISIT BRITAIN and its related insights and research data cannot be under-estimated. Centres are strongly advised to ensure that they are familiar with the range of data which can be obtained via this site. Welsh centres should access tourism data through the WELSH ASSEMBLY GOVERNMENT site rather than through Visit Wales, which has a more commercial approach.</p> <p>It is important that learners can analyse data which demonstrates trends in tourist activity, which can take a range of forms such as:</p> <ul style="list-style-type: none"> • Changes to visitor numbers/patterns to different regions or cities • Trends in arrival to the UK and travel by different forms of transport • Trends relating to spending patterns • Trends relating to length of stay or purpose of visit. <p>Trends can be observed through a year or through a longer period of time.</p>

<p>Customer demographics</p>	<p>Tourism organisations and destinations need to be aware of changing customer demographics in order to develop and market appropriate products.</p> <p>One of the most significant changes in recent years is the increasing number of older people who are participating in tourism activities. This would include domestic tourism, where escorted coach tours are popular, as well as inbound tourism, which follows a similar pattern.</p> <p>Changing economic circumstances may also impact on tourism activities for other demographic groups as changing interest rates, inflation and other economic factors influence tourism decisions.</p>
<p>Customer origins</p>	<p>A section of the VISIT BRITAIN contains detailed information relating to tourism patterns from a number of countries identified as important market segments for the UK. Traditionally, major inbound markets would include the major English-speaking nations such as the USA, Canada and Australia who might be visiting family and friends or touring the UK. Other major inbound markets include France, Germany and other European countries from which inbound tourists could arrive by air, sea or rail. Additionally, emerging markets such as India and China are becoming increasingly important to the UK's tourism industry.</p> <p>Traditional patterns of domestic tourism, where people living in industrial conurbations, still exist to a certain extent. However, more recently, these patterns have become far more complex. Statistics available on the Visit Britain website will provide detailed information regarding current patterns.</p> <p>There are examples where successful marketing campaigns and strategic partnerships have resulted in a significant increase in visitors from certain countries visiting particular regions. E.g. Japanese tourists visiting North Wales.</p>
<p>Regional patterns</p>	<p>To a large extent, the more popular regions for inbound and domestic tourism remain fairly constant year on year. London remains the most popular city of inbound tourism due to its status as a global city, its iconic attractions, its culture and its proximity to major airports.</p> <p>A significant number of long-haul flights into the UK land at either Gatwick, Heathrow or other south-east airports, which means that the London area has an advantage in attracting long-haul inbound tourists.</p> <p>The introduction of new routes, China to Manchester for example, will impact on regional patterns.</p> <p>For short-haul inbound visitors, the development of the budget airlines has made various regions of the UK more accessible. Airports such as Bristol, Cardiff, Newcastle and Liverpool have become gateways to those cities and surrounding regions.</p> <p>There are complex patterns of regional trips made by domestic tourists. The increased popularity of short breaks and city breaks means that many domestic tourists will visit several regions of the UK each year. At the same time, as indicated above, holidays to</p>

	<p>traditional seaside destinations from major conurbations continue to take place.</p> <p>The Visit Britain website will contain all the relevant statistics, produced by their own research and the INTERNATIONAL PASSENGER SURVEY.</p>
Economic value	<p>Again, the Visit Britain website will give access to all the most recent data.</p> <p>One of the most important issues relating to the economic value of tourism is the challenge involved in calculating the total value. Tourist activity is broken down into a number of categories, and a definitive total economic value is impossible to calculate precisely. Also, different countries used different categories and methodology, making international comparison of the economic value of tourism difficult.</p> <p>International comparisons and other data relating to the economic value of tourism is produced by the WORLD TRAVEL and TOURISM COUNCIL.</p> <p>Despite the issues identified above, learners should have some appreciation of:</p> <ul style="list-style-type: none"> • The total contribution of tourism the UK's economy • Regional contributions • Contributions by sector e.g. accommodation, transport) • The value of inbound and domestic tourism • Numbers of people employed directly or indirectly in tourism
AC 2.4	Assess how the range of tour itineraries offered to inbound and domestic tourists meet the needs of different customer types.
Destinations	<p>Organised tours include visits to a wide range of destinations within the UK. In fact, one thing which appeals to both inbound and domestic tourists is the wide variety of landscapes found within the British Isles, together with a rich and diverse history and culture.</p> <p>Given that the majority of tours are by coach, a distinction can be drawn between tours which focus on one destination, with one hotel used for a number of days as opposed to tours which use a variety of accommodation with different each night. For example, a tour to Torquay for a few nights would include visits to Dartmoor and attractions in the area, with accommodation in Torquay. Whereas, a tour of the Scottish Highlands might involve guests staying in a different hotel in a different town each night.</p> <p>Coach tours, to the three major types of destination within the UK, namely coast, countryside and city, are offered by a range of operators to a range of customer types.</p>
Market segmentation/ demographics	<p>The traditional coach tour offered by UK based operators to domestic tourists has been an established product for a number of years and attracts a more mature market. Such tours are offered to popular destinations and may be geared towards events such as the Blackpool Illuminations or 'Turkey and Tinsel'.</p> <p>However, in addition to what is regarded as the traditional coach tour, there is a wide range of tours offered by a range of operators to</p>

	<p>different demographic groups with different interests. Coach is not the only form of travel, with rail tours and cruises becoming increasingly popular in recent years.</p> <p>UKRAILTOURS will provide examples of a wide range of tours available by rail, including for example, steam railway and luxury experiences.</p> <p>The UK tour market can be divided into a number of segment according to what the customer wants to experience and the cost of the tour.</p> <p>Therefore, it is possible to sub-divide UK tours into categories including:</p> <ul style="list-style-type: none"> • Type of travel • Cost • Interest • Age group <p>As well as by other factors.</p>
Attractions	<p>The majority of attractions in the UK, both natural and built are likely to feature in tour itineraries. Generally, natural attractions, which in many cases will be free, will be visited as a stop on the route of a tour. Usually, tour operators will choose attractions with facilities such as a café, toilets and gift shop, which will meet the needs of customers.</p> <p>Larger, fee-paying, built attractions are more likely to attract day or half-day visits by tour parties, with the tour operator often negotiating a discount for pre-booked tour groups.</p>
Accommodation	<p>Tour groups of forty or more customers have certain requirements for their accommodation. These include:</p> <ul style="list-style-type: none"> • A sufficient number of rooms to accommodate the party, without taking over the entire hotel • A restaurant which can cater for the group • Parking for the coach and accommodation for the driver • Access to major attractions at the destination being visited. <p>These requirements tend to mean that most tour groups use larger three or four-star hotels with restaurant facilities. Of course, as indicated elsewhere, different groups will have accommodation requirements.</p> <p>Tour operators will negotiate a special rate with accommodation providers, depending on the number of tours the operator is likely to bring into the hotel. In some cases, tour groups opt for less well-appointed hotels and these hotels often rely heavily on their business from tour groups as opposed to individual tourists and families.</p>
Budget/luxury	<p>Tours of the UK offered by operators providing luxury chauffeur-driven cars, for two or three people are available at £2,500 per person for 7 nights! This will exclude flights for inbound tourists.</p> <p>At the same time, budget and backpacker tours, aimed firmly at a youth market are also available.</p> <p>It is important to appreciate that, as with the outbound package</p>

	<p>holiday market, a vast range of UK tours, of varying length and cost are offered to a wide range of customers.</p>
Cruise	<p>Companies offering cruising tours around the British Isles, tend to be specialist operators and are lost on the internet amongst mainstream cruise organisations. Cruises of the British Isles tend to be offered mainly to inbound tourists, particularly from North America. Itineraries may feature coastal areas of the Republic of Ireland as well as those of mainland Britain.</p> <p>British Isles tours are also offered by the larger cruise brands. These will appeal to customers familiar with cruising, but wishing to explore areas of the UK without flying to their port of departure.</p>
Accessibility	<p>All tour operators must comply with all current provisions of the Equalities Act and therefore must be able to cater for customers with a range of special and additional needs. The same requirements would apply to the accommodation used and the attractions visited.</p>
Customer types	<p>From the discussion above it is possible to identify groups of tourists for which tours of the UK cater. These include:</p> <ul style="list-style-type: none"> • Older couples. These may be either domestic tourists who enjoy the traditional UK coach tours, or inbound tourists who value the security of an escorted tour. • Specialist groups, who may book a tour together, such as steam train experience or a visit to specific destinations or attractions. • Younger backpackers, predominantly inbound tourists, who are looking for an inexpensive way of exploring the UK. • Luxury travellers who are prepared to pay for private tours with luxury accommodation.
	LO3 Develop itineraries for UK tours
AC 3.1	Explain objectives of a UK tour itinerary
Financial	<p>Tour operators offering tours of the UK are in the majority of cases commercial organisations which aim to make a profit. As such, these organisations need to consider the costs involved in setting up and different marketing different tours. As well as covering their own costs, the tour operator is obliged to make payments to:</p> <ul style="list-style-type: none"> • The company providing the coach and driver, (or other means of transport) • The accommodation provider/s • The tour guides • The attractions which may be visited as part of the itinerary <p>In commercial organisations, there will be contractual agreements between the parties involved. There will also be a contractual arrangement between the tour operator and the customer to cover circumstances in which the tour has to be cancelled or the itinerary re-arranged. It may be the case that the tour operator has calculated a break-even point which will indicate the minimum number of passengers required for any particular tour to become profitable.</p>
Customer experience	<p>It is common practice for a precis of the itinerary to form part of the marketing of many tours. This will give potential customers a clear indication of the experiences they are likely to enjoy during the tour. Also, it is usual for a brief description of the type of accommodation to be used will also be provided.</p>

	<p>It may be the case that the customer experience does not live up to what was indicated in the marketing of the tour, or alternatively the experience may exceed expectations.</p> <p>As in other areas of the tourism industry, it will be necessary for operators to evaluate the success of the tour and collect feedback from customers before deciding whether or not to offer the tour in the future or to amend the itinerary.</p>
Educational	<p>Educational tours and study tours organised by schools, colleges and universities form an element of UK domestic tourism activity. Additionally, there are a significant number of educational tours made by inbound student groups from both short and long-haul destinations. The majority of these tours will have specific educational objective linked to a subject being studied by the group.</p> <p>Many tours offered to adults may include an educational or cultural objective. Groups may have specific interest in history or culture which is included in the tour. Tours may also take place which incorporate visits to cultural of arts festivals.</p>
AC 3.2	Explain the key elements of managing tour itineraries
Planning	<p>Tour itineraries are planned with a number of factors in mind. These include:</p> <ul style="list-style-type: none"> • The nature of the anticipated client group • The ‘theme’ of the tour • The route • The attractions to be visited • Accommodation requirements • Legal aspects, such as driver’s hours • Logistical factors such as times of ferries if these are required, opening times of attractions, etc. <p>Successful itineraries create the correct balance between travel time and time spent visiting attractions and sights of interest. Allowances must be made for each time a tour group checks-in to new accommodation. This can take an hour or more in some cases.</p> <p>Learners consider what constitutes a ‘normal’ touring day. Something like:</p> <p>8.00 – 9.00 – Breakfast and leave the hotel</p> <p>9.00 – 1.00 – Travel and attraction visit/activity</p> <p>1.00 – 2.00 – Lunch</p> <p>2.00 – 6.00 – Travel and attraction visit/activity</p> <p>6.00 – 7.00 – Check-in and down time</p> <p>7.30 – 8.00 – Evening meal</p> <p>This suggested timetable is for guidance only. There will be occasions where early starts or late arrivals will be necessary.</p>

<p>Costings</p>	<p>All elements of a proposed tour need to be costed with an element of contingency funding calculated. This is vitally important for commercial organisations which must aim to make an overall profit during the course of a year, even if some of their tours are not profitable. Some tours will be more profitable than others, depending on a number of factors.</p> <p>Learners will need to undertake research to obtain some idea of the costs of each of the components of the tour which they are proposing. In general terms these will consist of:</p> <ul style="list-style-type: none"> • Transport costs • Accommodation costs • Attractions costs <p>The costs of customers travelling to join the tour should not be included.</p>
<p>Purpose</p>	<p>For commercial operators the primary purpose of any tour offered would be to be a financial success and be profitable. Furthermore, the purpose or objective of the tour should be one of the primary considerations in the planning process.</p> <p>Often, the purpose of a tour is indicated in its title, such as 'Highlights of the Highlands' or 'The Castles of Wales'. Both of these titles provide a clear indication of the nature and purpose of the tour.</p> <p>In justifying the purpose of their proposed tour, learners should ensure that the title of the tour matches the proposed itinerary and covers an appropriate geographical area</p>
<p>Timescales</p>	<p>For commercial operations, tour itineraries are often planned a year or more in advance. Primarily, this is to ensure that proposed tours are featured in marketing publications and materials. Usually, contractual arrangements have been made before or at the time when customers begin to make bookings for the tour.</p> <p>The tour operator will need to monitor closely the amount of interest in each tour being promoted and decide whether additional marketing is required. The operator may need to consider cancelling the tour or offering customers alternatives if bookings are slow. Alternatively, a specific tour may sell out and customers might need to be offered alternatives.</p> <p>At some point before the start of a tour, the operator will need to collect customer details and any additional needs requirements and pass these on to accommodation providers, attractions and coach operators if a coach is being contracted.</p>
<p>Geographic area</p>	<p>As indicated above, the choice of the geographic area is one of the most important considerations when devising a tour itinerary. Not many people want to spend several hours each day travelling on motorways! Therefore, distances from the starting point and pick-up points to the region on which the tour is focused, need to be given careful consideration.</p> <p>A longer journey on day 1, to reach the region in which the tour is focused, is to be expected. Thereafter, customers will expect to spend no longer than necessary on a coach, especially doing motorway</p>

	<p>journeys. However, if the method of transport is rail or cruise liner, different considerations come into play.</p> <p>Learners should study a range of tour itineraries offered by different operators to obtain a better understanding of the area and distances covered by the tours.</p>
Transport	<p>The majority of UK tours are undertaken by coach. However, the coach can vary in size from 8 passengers to a double-decker carrying up to 70 people. The 'standard' coach tour would involve customers staying with the same coach for the duration of the tour.</p> <p>Other forms of transport may be used within the tour itinerary. For example, a tour of London might include a river cruise on the River Thames or a tour of the Lake District might include a cruise on Lake Windermere. Alternatively, a heritage railway journey might be offered as an activity within a tour. Ferries might be used to visit Scottish islands or the Isle of Wight.</p> <p>By no means all tours of the UK are by coach. It is possible to undertake a tour of the UK by cruise ship, stopping at major ports. Railway tours are also popular, either by travelling by scheduled rail routes or by heritage and scenic railways.</p>
Legal	<p>All companies offering UK tours are required to obtain the necessary insurance cover and comply with current legislation. The SHEARINGS website will provide links to the company's trading charter, terms and conditions, etc.</p> <p>The majority of companies offering UK tours do not offer flights as part of their package, so the insurance and compensation situation is different from outbound operators offering package holidays. Most of the companies offering UK tour itineraries will not have an ATOL licence for example.</p> <p>It is common practice for a tour operator to contract a coach company to hire a coach and driver for tours as an alternative to providing their own coaches. A clear contractual arrangement will need to be in place if this is the case. The same situation would apply to accommodation providers and attractions visited as part of the itinerary.</p>
Budget	<p>For any tour operated by a commercial organisation, the two main areas of expense are the costs of transport and accommodation. Added to this are the costs of marketing and administering the tour. If the tour is to be profitable, then the total income received from paying customers must exceed the costs.</p> <p>Longer tours and luxury tours will have a larger initial budget than shorter less-expensive tours.</p>
Administration	<p>As with any other type of holiday, an exciting tour with an interesting itinerary can be let down by poor administration. Elements of the administration of tours include:</p> <ul style="list-style-type: none"> • Processing payments made by customers • Dealing with payments made to suppliers • Handling seating and accommodation requirements • Arranging customers special requirements • Booking accommodation, attractions and activities

<p>Appropriate attractions and activities</p>	<p>In many destinations there are ‘must see’ attractions. Often customers booking tours will expect to see these iconic attractions on the itinerary. Because of this it is often the case that popular attractions are inundated with tour coaches. It is becoming increasingly necessary for tour coaches to book a time slot when visiting popular attractions. In the same way, major cities are increasingly placing restrictions on the number of coaches which can enter central areas at any given time.</p> <p>Apart from major attractions, tours will include visits to other attractions and include activities which are appropriate for the client group. For example, when visiting a view point, older customers are more likely to take a brief stroll then spend time in the tearoom or souvenir shop. This is sometimes referred to as ‘a view and a loo’.</p> <p>To make tours more appealing, operators may include some more ‘quirky’ options for activities. Half-day cycle rides, night-time grave yard tours and whisky tasting are just three examples of activities which may well add to the interest of tour itineraries.</p>
<p>Accommodation</p>	<p>As discussed above, the choice of accommodation for a tour will depend primarily on the market segment the tour is aimed at. Luxury tours will expect luxury accommodation and budget tours will expect budget accommodation. Some tours offer accommodation upgrades for a higher quality room.</p> <p>The most common accommodation arrangement is a dinner, bed and breakfast arrangement. Tour itineraries will stipulate how many meals are included in the price and what additional meals customers have to budget for. Obviously, where accommodation is in more isolated locations, an evening meal will be expected to be provided. However, in city locations customers may prefer to go out for a meal to experience the night life of the city in which they are staying.</p>
<p>Guiding</p>	<p>Guiding is often an over-looked component of tours. Professional guides who have detailed knowledge of the destinations being visited can add a great deal to the experience of the customer by providing interesting information at an appropriate level. Many guides speak two or more languages and therefore can meet the needs of inbound tourists.</p> <p>In some cases, extended tours of the UK may employ the same guide for the duration of the tour. Alternatively, guides can be hired to give half-day or full-day tours of specific destinations.</p>
<p>AC 3.3</p>	<p>Present a UK tour itinerary (This may involve the development of a piece of promotional material outlining the itinerary of the tour and/or an oral presentation of a justification of the tour as well as a written justification)</p>
<p>Structure of information</p>	<p>The presentation should have a logical structure both in terms of:</p> <ul style="list-style-type: none"> • The key elements involved in the management of the tour, namely, planning, costing, etc. • The itinerary of the tour, with sufficient information to give a flavour of the agenda for each day of the tour.

Use of appropriate images	The most appropriate images would be those of major attractions to be visited on the tour together with examples of activities to be undertaken.
Use of persuasive language	It would be useful to study the language used to promote tours offered by commercial organisations. There should be sufficient factual information to illustrate the content of the itinerary, together with persuasive language to entice potential customers.
Consideration of the target audience	The target audience should be considered as the target market of the tour. The language used to promote a tour aimed at high-spending American tourist would be different from that aimed at a youth market and back-packers.
AC 3.4	Justify the structure of UK tour itineraries
Purpose	<p>Apart from commercial considerations, the purpose of the itinerary should be to provide an interesting, informative and enjoyable experience for the client group.</p> <p>Learners should demonstrate that they have a clear understanding of the purpose of the itinerary relating to the client group, the geographic area, the attractions visited and activities undertaken, any guiding provided and the chosen accommodation.</p>
Timescales	Learners should indicate that they understand the implications of significant timescales that operate before the actual tour takes place. Some reference to booking accommodation etc. and the marketing lead time should be made.
Geographic area	Learners should develop a tour around a geographic area which can be defined in terms of the title and purpose of the tour. For example, a 'Highlights of the Welsh Borders' tour should not include visits to Manchester or Sheffield.
Transport	Transport for the tour could be by coach, cruise ship, train or possibly other forms of transport. More than one form of transport could be considered. Activities could involve boat trips or ferry crossings and internal flights could also possibly be justified. Varied transport options could make the tour more enjoyable and interesting.
Legal	Learners should show some awareness of the legal aspects involved in running a tour. This might include contractual arrangements and regulations relating to driver's hours, etc.
Budget	Some awareness of the major costs involved in setting up the tour should be demonstrated. Indicative costs of coach transport, accommodation costs and other items of expenditure should be referred to. Suggested prices charged to customers also be explained and justified.
Administration	Learners should demonstrate an awareness of the major areas of administration of the tour and justify why these are important.
Appropriate attractions and activities	Attractions visited, and activities undertaken should match the anticipated needs and interests of the target client group for the tour. Each major attraction visited, and activity undertaken on the tour should be justified and their inclusion in the itinerary justified.
Accommodation	The learner should be able to justify the accommodation chosen for each night of the tour in terms of cost, board arrangements, location and suitability for the client group.
Guiding	Reference should be made to the guiding requirements for the tour with the number of specialist guides or other guides justified.

Unit 4 – Model Assignment Guidance

Introduction

Centres should be aware that synoptic assessment in the Applied Diploma in Tourism is provided through **Unit 4**. Assessment of Unit 4 requires learners to draw on skills and knowledge developed in Units 1, 2 and 3 as well as the subject content in Unit 4. The assignment will specifically draw on the skill of data analysis from Units 1 and 2 and knowledge of:

- managing destinations from Units 1 and 3
- planning marketing campaigns from Unit 2
- tourist types and destination appeal from Unit 1
- how tourism industries have planned to meet customer needs from Unit 3

Centres should ensure that learners are thoroughly conversant with the concepts and terminology covered in the content of the unit. Also, centres should be aware of the principles of the centre-based assessment for this qualification as set out in the assignment brief.

In preparing learners for the assignment, centres should be aware that;

Timing – 11 hours are allowed for the completion of the assignment. However, centres should be aware that learners are allowed **2 supervised hours** before they commence **PART B** of the assignment.

Resources – learners cannot have access to the internet for the duration of the assignment (apart from the two supervised hours before candidates start PART B), but they can have access to class notes, text books and information they have collected and stored beforehand.

Supervision - learners must be supervised by an assessor throughout the 11 hours of the assignment.

Feedback – assessors cannot give feedback to learners on work produced during controlled conditions.

Synoptic links – centres should also be aware that learners should have an understanding of the synoptic links between this and other units and draw on their wider knowledge where relevant.

The Scenario and Tasks

Centres should fully understand the nature of the four tasks in the assignment and understand how these relate to the content of the unit. Learners should have a clear understanding of the precise requirements of each task and consider how these relate to the Assessment Criteria. In particular, centres should be aware that sub-sections of tasks are taken from different LO's.

Centres should also be aware of the significance of the performance bands and of the marks which are available for each of the tasks. Additionally, centres should acknowledge each of the 'sub-tasks' as defined by the Assessment Criteria.

Centres may choose to provide additional guidance to learners, but this should be within the procedures set out in the Model Assignment.

As much as possible, centres should advise learners to provide separate responses to each of the components of the tasks as they relate to the Assessment Criteria. This will aid the assessment of learners' work and the moderation of finished assignments.

Centres are reminded that the rules of the assignment state that group work and collaboration are forbidden and that learners must work on their own. This means that:

- Learners can work collaboratively to plan and run a tourism event but must work on their own to produce their assessments of the business planning elements and evaluations.
- Learners should produce their own itineraries which they plan, present and justify individually.

In deciding how to manage the time allocations for the four tasks, centres should consider that:

24 marks are available for Task 1

- AC 1.1 – 16 marks
- AC 1.2 – 8 marks

20 marks are available for Task 2

- AC 2.1 – 4 marks
- AC 2.2 – 8 marks
- AC 2.3 – 8 marks

24 marks are available for Task 3

- AC 2.4 – 16 marks
- AC 3.2 – 8 marks

32 marks are available for Task 4

- AC 3.1 – 8 marks
- AC 3.2 – 8 marks
- AC 3.4 – 16 marks

Task 1

Many centres have experience in delivering units which involve learners in the planning and running of tourism events. Tourism events may be on-site or off-site and might include a residential element and/or external customers. It is important that centres and learners appreciate that the focus of this task is on the business planning and evaluation elements involved in event management rather than on the event itself.

(a) Assess the contribution of the various business planning elements to the success of the event.

- AC 1.1 – Assess the business planning elements of tourism events.

16 marks are available for this section of the task. Business planning elements relating to event management are identified in the content of the specification. Each of these should be considered and assessed in terms of the tourism event in which the learner was involved. Assessments could consider how each element contributed to the success of the event or perhaps could have been given more attention by the group of learners.

Learners should be encouraged to consider synoptic links to elements of other units as indicated.

(b) Explain the quantitative and qualitative data used to evaluate the tourism event.

- AC 1.2 – Explain how tourism events can be evaluated

8 marks are available for this section. Learners will need to collect various data which relates to the management and success of the event. They should focus on an explanation of how the tourism event in which they were involved was evaluated, making reference to the methods and types of analysis identified in the specification.

Either section of the task could be completed first, but two distinct sections should be produced to facilitate effective marking and moderation.

Task 2

This task requires an overview of the UK's domestic and inbound tourism markets, focused in particular on tour operators and tour itineraries. In delivering this Learning Objective, centres should provide learners with a clear understanding of the nature of inbound and domestic tour operators together with the products and services they provide. Additionally, centres will need to ensure that learners are familiar with the nature of the data used to provide tourism organisations with information relating to inbound tourists from different countries, identified by Visit Britain as different markets.

(a) Describe the types of inbound and domestic tour operators.

- AC 2.1 – Describe the types of inbound and domestic tour operator

4 marks are available for this section. Only a description of the types of operator, possibly with some exemplification of the types of products and services they offer, is required.

(b) Analyse patterns of tourist characteristics and activities for Canada and one other UK inbound market.

Learners should be familiar with the patterns and characteristics demonstrated by the data relating to Canada. (More recent data could also be provided to learners). In the two supervised hours before controlled conditions begin, learners should choose **one** other UK inbound market (i.e. from a different country). They should be encouraged to select a contrasting market using data from the Visit Britain website and consider the differences in the characteristics of the two markets. Data collected during the two supervised hours can be stored electronically.

- AC 2.2 – Examine the characteristics of the UK inbound and domestic tourism markets

8 marks are available for this section. The focus should be on the characteristics of the Canadian inbound market as well as the chosen market. Similarities and differences could be identified.

- AC 2.3 – Analyse data relating to the UK inbound and domestic tourism markets

8 marks are available for this section. Centres should ensure that learners are familiar with the range of data available from the VisitBritain website and similar sources. Learners should also be familiar with the data provided for the Canadian market as well as data relating to the chosen market. The requirement for this task is for learners to analyse data relating to the two markets. This might be approached by comparing data for the two markets. Learners could be advised to produce an analysis of the of the major differences between the two markets.

Centres should advise learners not to combine AC2.2 and AC 2.3 but to produce two separate pieces of work, each of which will be marked out of 8.

Task 3

Evaluate the strengths and weaknesses of the two itineraries provided.

Learners should be familiar with the wide range of itineraries offered to inbound and domestic tourists by tour operators. Learners would be advised to familiarise themselves with the information provided by the *UK Inbound* website, which provides an indication of the wide range of tours available.

- AC 2.4 – Assess how the range of tour itineraries offered to inbound and domestic tourists meet the needs of different customer types.

16 marks are available for this section. To complete this section successfully, learners need to understand the differing requirements of types of inbound and domestic tourists and appreciate the range of itineraries provided by different tour operators.

Learners could be advised to familiarise themselves with the geography of the locations of the two itineraries and perhaps study other tours offered by the two operators. They could also undertake research into the attractions mentioned in the itineraries.

Learners need to study the two itineraries carefully and provide an assessment of the strengths and weaknesses of each. Learners need to make their own individual judgements relating to the strengths and weaknesses of the two tours featured and consider how and why they may appeal to different customer types.

Centres should also draw learners' attention to the synoptic element of the task and suggest that they draw on their knowledge of the appeal of destinations from Units 1 and 3.

- AC 3.2 – Explain the key elements of managing tour itineraries

8 marks are available for this section. Learners should be aware of the range of elements which need to be managed within a tour itinerary, as identified in the specification. Learners will be expected to explain the key elements of managing tour itineraries generically, as well as making reference to the two itineraries provided.

Task 4

(a) Develop and present an itinerary for a tour of a region of England, Wales or Northern Ireland for a specified target market.

Before commencing this task, learners should be thoroughly familiar with the requirements of the task. The tour itinerary should last an appropriate amount of time (up to 7 days) and contain visits to a number of attractions and activities within a defined destination or region of the UK. Accommodation, activities and attractions visited should meet the needs of the target group of customers for the tour.

- AC 3.3 – Present a UK tour itinerary

8 marks are available for this section. The evidence should be presented in an appropriate manner which includes a synopsis of the itinerary for the tour and other key information, using persuasive language that considers the needs of the specified market.

- AC 3.1 – Explain objectives of a UK tour itinerary

8 marks are available for this section. This section should focus on an introduction to the objectives of the proposed tour, elaborating on appropriate aspects of the itinerary presented in section 3.3. The objectives of the tour should be explained in as much detail as possible and be related to the needs of the specified market.

(b) Analyse and justify the proposed tour which could be offered in 4a.

- AC 3.4 – Justify the structure of a UK tour itinerary.

16 marks are available for this section. Learners are expected to justify in some detail how each of the elements identified in the content of the unit influenced the structure of the proposed tour itinerary.

Centres could consider providing learners with the opportunity to present their itineraries verbally in order to explain their justifications. Witness statements outlining how learners' performances helped to justify decisions made should be included with the evidence presented.

Centres are reminded that each learner should produce and present **an individual** tour itinerary with appropriate justification.

Introduction

A range of free resources have been developed to support the GCSE in Leisure & Tourism and the A level in Travel & Tourism. These can be found on the Educational Resources website (leisure, travel & tourism) accessed through the WJEC's homepage.

Many of these resources will be of value to teachers delivering the new Level 1/2 and Level 3 WJEC Tourism qualifications. It should be noted that some of the links to other websites may now be obsolete and some of the activities will not operate. However, there are many areas of content in the new qualifications where the current resources will be of some value.

The materials on the educational resources website have been grouped into five sections, namely:

- The ebooks produced for the 4 units of the GCSE Leisure & Tourism double award.
- The 16 case studies covering Tourism Impacts and Sustainable Developments
- The industry case studies covering aspects of Health and Safety in the tourism industry
- Activities and exercises which aim to develop thinking skills in travel and tourism
- The range of destination case studies

Unit 1 – The UK Tourism Product

GCSE Leisure & Tourism ebooks

Unit 1 – 2.1.2 D – Components of the tourism industry

Unit 2 -2.2.2 A – The popularity of the UK with inbound tourists

Unit 4 – Factors affecting tourist activities

Tourism Impacts and Sustainable Developments

The appeal of:

Northumberland Coast

Northern Ireland

Durham

Pembrokeshire Coast

Brecon Beacons

Wales Coastal Path

Health & Safety in Travel & Tourism

Snowdonia – Visitor management

Working with other organisations

Thinking Skills in Travel & Tourism

Unit 1 – Holiday camps & UK destinations

Destination Case Studies

Sections of:

North Wales

Unit 2 – Worldwide Tourism Destinations

GCSE Leisure & Tourism ebooks

Unit 2 – 2.2.2 – Package holidays

Unit 4 – Factors affecting tourist activities

Impact of technology

Tourism Impacts and Sustainable Development

Jordan – aspects of sustainable development
Gold Coast – Destination appeal
Grand Canyon West – Appeal

Thinking Skills in Travel & Tourism

Unit 1 – Package holidays
Tourism destinations
Unit 2 – Skiing and snowboarding

Destination Case Studies

Most sections of:
New York
Barcelona
Malta
Grand Cayman

Unit 3 – Dynamics of the Tourism Industry

Introducing Travel and Tourism; Bob Holland and Ray Youell
Travel and Tourism; Richard Sharpley
Travel and Tourism Case Studies: Stephen Rickerby
Association of British Travel Agents - www.abatnet.com
Association of Leading Visitor Attractions - www.alva.org.uk
CADW - www.cadw.wales.gov.uk
Natural England - www.naturalengland.org.uk
National Statistics Online - www.statistics.gov.uk
Institute of Travel and Tourism - www.itt.co.uk
Snowdonia National Park - www.eryri-npa.gov.uk
The National Trust - www.nationaltrust.org.uk
Tourism Concern - www.tourismconcern.org.uk
Visit Britain - www.visitbritain.com
Visit Wales - www.visitwales.com
World Tourism Organisation - www.world-tourism.org
Youth Hostel Association Website addresses - www.yha.org

Unit 4 – Event and Itinerary Planning

Travel and Tourism; Richard Sharpley
Introducing Travel and Tourism; Bob Holland and Ray Youell
Travel and Tourism Case Studies: Stephen Rickerby
www.festivalsearcher.com
www.europeanrailguide.com
www.lonelyplanet.com
www.sanfermin.com
www.carnifest.com
www.letour.com
www.ilpalio.org
www.oktoberfest.de