

Travel & Tourism.



Unit 1 Revision.

Exam:

Name: _____

This revision guide includes the **basic** things that you will need to learn and remember for the exam.

What else do I need to do?

You are **expected** to also do your own revision using your work from lessons.

How should I use this revision guide?

Each page includes some exam practise; Take your time reading through the booklet first, making notes as you go. Remember to read your work in your folder as you go through this booklet too. Then start to complete the questions, trying not to read all the information just before you attempt it.

What different types of tourism are there?

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

What are the different types of, and reasons for, travel?

- Leisure travel: day trips, short breaks, holidays, visiting friends and relatives (VFR),
- staycations, special events
- Business travel: meetings, incentive, conference and events (MICE)
- Specialist travel: adventure, health, education, cultural heritage, dark tourism, voluntary work, conservation, eco-tourism.

Exam practise!

A group of students from France come to Britain to learn about the culture. What type of tourism is this, and what is their reason for travel?

Type: _____ Reason: _____

A couple from London visit their children in Leeds. What type of tourism is this, and what is their reason for travel?

Type: _____ Reason: _____

What is sustainable tourism? Why is it important?

Sustainable tourism meets the needs of present tourists and local communities while **protecting** the natural, historical and cultural environment for the future.



It is:

Low impact on the environment,
Low impact on the local culture.

It is good because:

It provides jobs for locals, reduces waste, is competitive and different than other organisations.

Exam practise!

What is sustainable tourism? (1)

Why do some companies invest their time and money into being sustainable? (2)

How does it help the economy?

Tourism creates both **indirect** (builders, website designers) and **direct** (airline pilots, hotel cleaners) employment.

It brings money into the **GDP** of a country, which is the **the value of a country's economy**, and a measure of all goods and services over a specific time.

The multiplier effect is how direct spending by a tourist snowballs throughout the whole economy.

Tourist spending can lead to jobs, infrastructure development, (improvement in roads, railways, etc.) and can lead to more services which locals can enjoy too.



Exam practise!

Other than direct employment, explain a benefit of tourism to the local economy. (2)

Define GDP (Gross Domestic Product). (1)

What are the different Industries in the travel and tourism sector?

Tour operators put together packages for holidays made out of the accommodation, and transport (flights, transfers), etc. They can be domestic, outbound, or inbound.

Travel agents can be multiples, independent or online, and they provide expert advice and guidance, and sell all or parts of holidays.

Passenger transport has different types – road, rail, air, sea, regional, national, global. They don't just provide a way of getting around, but can also provide hospitality and entertainment,

Accommodation has different types – hotels, motels, guest houses/bed and breakfast, apartments, youth hostels, caravans, chalets, camping, holiday cottages, and holiday parks. They provide a range of accommodation options, services and facilities.

They can be **serviced** (housekeeping, leisure facilities etc.) **or non-serviced** (self-catering) Youth hostels provide cheap dormitory facilities and shared kitchens,

**Exam
practise!**

Give two differences between a travel agent and a tour operator.

(2)

Visitor attractions.

Natural ones are formed by the environment,

Purpose-built are just built for tourists,

Heritage are old historical attractions.



They can entertain, educate, be fun, or be for recreation.

They can provide information, rides, events, talks, gifts, etc... they think of lots of different ways of making money

Tourism development and promotion:

There are national tourism agencies, regional tourist boards, tourism and visitor information centres. These all aim to get more tourists & more money by providing advice, guidance, adverts, and products.

**Exam
practise!**

Describe one role that a tourist board like VisitBritain plays. (1)

Alton Towers is a popular hotel and theme park in Staffordshire.

What kind of attraction is it? (1)

What are the different organisations in the travel and tourism sector?

<i>Trade and professional bodies</i>	<i>Ancillary organisations.</i>
-Civil Aviation Authority (CAA), -Office of Rail Regulation (ORR), - Association of British Travel Agents (ABTA), -Association of Independent Tour Operators (AITO), -UKinbound	Car hire, Travel insurance, Airport services, Event booking, Product comparison providers



They regulate, protect, work with governments, deal with customer complaints, give advice, support, insurance, etc.



They give supporting services for tourists and travellers beyond what the tour operator can provide.

Exam practise!

Describe one function that a body like ABTA provides. (1)

Use an example to suggest how ancillary organisations can support tour operators. (2)

What are the different types of organisation in the travel and tourism sector?

<i>Private</i>	<i>Public</i>	<i>Voluntary</i>
Owned by shareholders or individuals,	Funded by taxes from the government.	Funded by donations, memberships, sales of products.
Function to make a profit and increase market share	Functions to provide a service; educate, promote, etc.	Functions to promote a cause, educate, and inform
Eg. Premier Inn, Thomson	Eg. Visit Britain	Eg. National Trust.

Exam practise!

Describe two differences between private organisation and public organisations. (2)

Explain what kind of organisation would provide the best holiday for a tourist, and justify your choices. (3)

What different interrelationships are there between travel and tourism organisations?



2 types of Common ownership

Vertical integration – where a business at one point of the chain of distribution purchases a business at a higher or lower level of the chain of distribution.

Eg. Thomson holidays now own Thomson Airways- this airline used to be Britannia Airways until it was bought by the tour operator.

operator.

Horizontal integration – where businesses at the same level in the chain of distribution merge together or are purchased by another business)

Commercial partnerships are when separate organisations working together for a common venture, eg. London Midland trains and attractions in London for a 241 offer.

Advantages	Disadvantages
Cheaper marketing	Size of operation is large
More sales and income	Less customer choice
Shared resources	Less personal customer care
More customers	Inflexibility

Exam practise!

Give an example of vertical integration (1).

Give two advantages, and one disadvantage, of an organisation working together.(3)

Advantage 1: _____

Advantage 2: _____

Disadvantage 3: _____

Explain in your own words what horizontal integration is. (1)

Use a diagram to help explain vertical integration. (2)

What is the role of consumer technology in Travel and Tourism?

<i>Organisations.</i>	<i>Technology</i>	<i>Advantages</i>	<i>Disadvantages</i>
Airports	Self-service check-in Security	increase profitability	Some customers like to speak to a person when checking in.
Visitor attractions	Multimedia online bookings	Improved experience for the customer. Online bookings are convenient.	Multimedia exhibits can be expensive. Some customers do not have access to the internet.
Accommodation	Entertainment Communication Online booking	Customers can find out about facilities online. Online bookings are convenient.	Some customers do not have access to the internet/online bookings.
Mobile applications	Communication of information booking	Provides easy access to a wide range of information.	Accessing mobile applications requires Wi-Fi or a 3G connection-expensive abroad
Electronic & mobile ticketing	e-tickets m-tickets	Provides a quick and easy way of accessing tickets.	Customers may wish to speak to a person about their purchases.

Revision checklist.

Use the table below to tick off your revision.

Topics	Revised Once	Done exam questions	Revised twice	Revised three times.
Types of tourism				
Sustainable tourism				
Economy and tourism				
Different industries				
Different attractions				
Different organisations				
Interrelationships				
Consumer technology				

Exam practise!

Describe one way technology is used to improve a tourist's experience (1)

Give one advantage and one disadvantage of a hotel doing booking online (2)

Adv: _____

Dis: _____