



BTEC National Diploma in Travel & Tourism
Level 3

Pre-Course Task - Explanation

Our first unit of the course looks at ‘The world of travel & tourism.’

Overview: The travel and tourism industry in the UK is growing and is of major importance to the economy. In this unit, you will develop the skills needed to examine, interpret and analyse a variety of statistics that measure the importance of tourism to the UK. There are many influences on the industry and they are changing all the time. Some of them are within the control of travel organisations, while others are beyond their control. You will need to know how organisations react to changes and trends to determine their present and future operating policies.

You will gain an understanding of the scope of the industry, its terminology and its key components. Different types of organisation have different roles and offer a range of products and services to many different types of customer. You will need to understand how the organisations work together to benefit both themselves and their customers and you should be able to name examples of the key organisations in all sectors.

In preparation for your first lessons, please complete the short task described below. Your completed piece will need to be printed out and handed in on your first lesson.

The Task title

What does the UK have to offer as a tourist destination and why is it so popular?

This needs to be in as much detail as possible and can either be presented as a news article for a paper or a written assignment.

You may wish to use the following resources to research and plan your response, prior to writing:

<https://www.visitengland.com/uk-united-kingdom>

<https://www.visitbritain.com/gb/en>

<https://www.visitbritain.org/visitor-economy-facts>

<https://www.ons.gov.uk/peoplepopulationandcommunity/leisureandtourism>

<https://www.theguardian.com/travel/2009/feb/01/united-kingdom-holidays>

You may also use any other resources accessible to you.

I look forward to seeing you in September 2017.

Mrs Rowlett

Head of Travel & Tourism.

