



## Travel and Tourism

### Key skills developed in this work:

- Research skills
- Analytical skills
- Evaluative skills
- General knowledge
- Business knowledge

### Research work:

#### Curriculum knowledge

Research the **tour operator** TUI paying specific attention to their UK operation formerly known as Thomson. Create a *fact file* detailing the different products and services they offer and their appeal to different customer types. For example, First Choice offer 'All Inclusive' holidays to families whereas SkyTours caters for...

Research the **airlines** Ryan Air and Emirates. *Create a table* which compares and contrasts the products and services they offer including the destinations they fly from and to. What characteristics makes one *full service* and one *low cost* for example – Ryanair offers only economy seating whereas Emirates offers different classes of seating.

Research the **National Tourism Organization/Board** -Visit Britain. What information do they provide for both incoming and domestic tourists? For example, is the website in different languages? *Evaluate* the effectiveness of the website if you were a potential tourist who had never been to Britain and did not speak English as a first language.

#### Coursework knowledge

Create an itinerary for a day trip on island for ten Year 11 Travel and Tourism students which would help them learn their GCSE curriculum more effectively. This should ideally include timings for the full day and should be fully costed and be ready to run in October 2020. Assume the school bus will be the transport and staff will be chaperones. You should also consider potential hazards and risks which could affect the trip actually taking place. If you require any additional information on the coursework please email [Daniel.Baker@cayprep.edu.ky](mailto:Daniel.Baker@cayprep.edu.ky) and can be sent a "how to complete guide".

### Website links:

[www.tui.co.uk](http://www.tui.co.uk)  
[www.ryanair.com](http://www.ryanair.com)  
[www.emirates.com](http://www.emirates.com)  
[www.visitbritain.com](http://www.visitbritain.com)

**Appropriate additional reading:**

BBC – News

Metro – UK free online paper

Travel Mole – travel trade website

**Tasks to complete:**

As well as completing the tasks above:

- What is a risk assessment? How is one completed? Include details about the stages undertaken.
- Research how to undertake professional meetings including what to include in an agenda and how to take minutes.