

Study Pack

Travel & Tourism

Future Careers

Travel Agent
Earning potential: £14K-£40K

Hotel Manager
Earning potential: £20K-£60K

Tour Manager
Earning potential: £16K-£30K

Source:
National Careers
Service

Travel & Tourism Pre-Induction Activity



Travel & Tourism students on the Amsterdam residential trip



Air Cabin Crew students in the college simulation cabin





Emma

I'm Emma and I am Student Group Leader on the Level 3 Travel and Tourism course. I have worked at Wakefield College as a Travel and Tourism lecturer for 7 years now and thoroughly enjoy my role. Prior to this I taught in secondary school. I love planning travel and enjoy putting together holidays and breaks and researching destinations. My interests include running of which I completed my first half marathon last year, walking my Labrador and baking.



Mark

Hello, I am Mark and I am the Course Leader for Level 3-Year 2 Travel and Tourism and Programme Leader for the Higher Education courses we offer. I would like to give you a warm welcome to the travel and tourism department. Before I came into teaching, I worked as a holiday rep and team leader for TUI Travel looking after people on their holidays and I was fortunate enough to have worked in Lanzarote, Gran Canaria, Crete, Menorca and Ibiza. In a less sunny climate I worked for Visit Barnsley organising events and weddings, my highlight was working on the Tour De France when it passed through part of the town.



Sam

Welcome to Wakefield College! I am Samuel Lendore and I'm the Course Leader for the Level 1 Travel & Tourism course. I have taught a range of different subjects but my subject specialisms in Business and Travel Tourism are Event Planning, Communication, Human Resources and International Travel. I have worked in the Retail, Hospitality and Social Care sector for many years and bring a wealth of experience in the leadership and management industry. I have taught in several different schools and colleges in West Yorkshire and always put energy and enthusiasm into my teaching!

“ **The Travel and Tourism industry relies upon people and particularly people skills.** ”

We thrive on developing confidence, working with our learners to ensure they progress and develop their study skills and ensure that they learn about the world of tourism. This in turn sees our students using their skills in the world of work or continuing to Higher Education.

These unprecedented times will see changes in how people use tourism, but we will see tourism bounce back as people begin to think about their spare time and how they wish to spend it. In this booklet there are a range of activities to get you thinking about tourism. We look forward to meeting you and seeing what you come up with in September!

The
Travel & Tourism
Team

Activity 1: Attractions

Attractions come in a range of sizes and categories. An attraction can be manmade (created by humans) or natural (created by the Earth). They attract people to visit them and vary in size. Some may be educational such as a museum and others may be there for thrill seeking or an adrenaline rush such as a theme park.

Name five attractions in London:

- 1.
- 2.
- 3.
- 4.
- 5.

Who would these attractions be good for?

- 1.
- 2.
- 3.
- 4.
- 5.

Extension work

Can you describe or explain the appeal of each attraction?



Activity 2: Tourism in Yorkshire

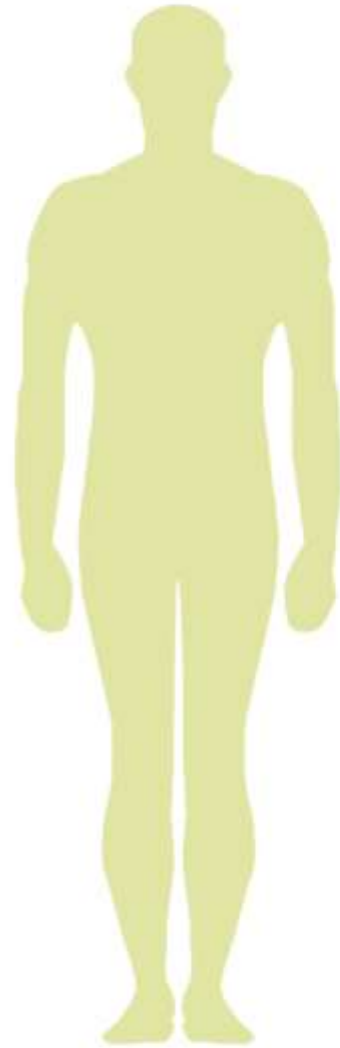
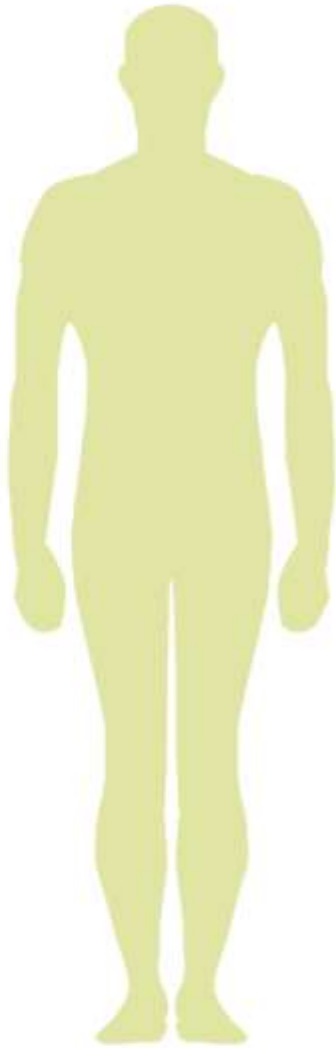
1. What is the first thing you think of when you see the word tourism?
2. What local attractions can you think of?
3. How would you promote tourism in Yorkshire?
4. What do you think attracts people to Yorkshire?
5. What do you think of Yorkshire?

Looking for some inspiration? If you can't get out to explore our beautiful county for yourself, then why not visit www.yorkshire.com to help you get started?



Activity 3: Work Ready

Give thought to any role or job in the Travel industry. Try and draw a person that is ready to work and one that is not (*giving thought to professional standards, practicality and health and safety*).



Air Cabin Crew students in the college simulation cabin

Activity 4: The Review

There are so many television shows (both live and on streaming services) that promote the travel and tourism industry and open up the world in the comfort of your own home. These programmes are often useful in introducing different destinations, attractions and cultures.

Choose a programme or show and provide a review. Consider the following:

- Describe the destination being shown.
- What were the highlights of the programme?
- How did the programme communicate the destination? What aspects did it focus on?
- Can you remember any facts that were revealed?
- What were the main positives/negatives of the destination?
- Would you like to visit the destination and why?

Here are a couple of programmes you may like to try (*The list goes on and there are many more out there!*).

BBC iPlayer

Race Across the World (*series 2 gives more insight into South America, series 1 more insight into Asia*).

Simon Reeves Documentaries – (*honest accounts of a variety of different destinations*).

Channel 5

Airport 24/7 (*real insight into the daily workings of an international airport*).

Review:

Activity 5: European Map

Can you identify **at least** 10 European countries on this map? Extra points for capital cities too!



Travel & Tourism students on the Paris residential trip

Activity 6: Researching Destinations

Destination	What country are they in?	What information have you discovered about the destination?
<i>Istanbul</i>		
<i>Sydney</i>		
<i>Madrid</i>		
<i>Stockholm</i>		
<i>Havana</i>		
<i>San Francisco</i>		
<i>Rio de Janeiro</i>		

Activity 7: Researching Holiday Packages

You are asked to find two holidays for a family of four. The family is made up of a couple and two young children (aged 5 & 8). The family live in Ossett and as the children are still quite young the parents do not think that a long haul (over 5 hours) flight is suitable. You are required to find a family friendly location, that offers a variety of activities for all involved. This should be a summer holiday if possible. Do not worry about finding correct prices etc at this moment in time. We are wanting to see how you justify your reasons for the choices you have made.

Below we would like you to provide key reasons for the choices you have made and describe key elements of the holiday. Overall you should demonstrate your understanding of what you believe makes a successful holiday and how the holiday companies can make the dreams of their customers come true.

Holiday Package Summary:

Type here....

