

# Level 3 BTEC Travel and Tourism

## Part A - Bridging Work Task

This is a fantastic opportunity to expand your understanding of Travel and Tourism as you prepare for enrolment and start at Franklin in September.

Please complete the work and bring a copy to your enrolment, either printed or electronically.

The work will take you around **2 hours** so plan your time to best suit you.

<b>How do I complete and submit my task?</b>	<p>Please type this work where possible (handwritten is fine) and bring it with you on enrolment. The work will also be uploaded to Google Classroom in September, in your first week at college.</p> <p>If you didn't attend Taster Day, don't worry. It isn't essential for completing this work, but please ensure that you have completed this bridging work</p>
<b>Introduction to your Bridging Task</b>	<p>In preparation for studying Travel and Tourism at Franklin Sixth Form College, the following tasks will immerse you in the subject and help you to develop a broader understanding.</p>
<b>Task details</b>	<p><b>Working for the Tourist Board</b></p> <p>For this lesson you will be researching a popular European destination and putting together a fact file for the tourist board there. Your fact file will need to provide all of the essential information that tourists will be looking for to help them plan their trip, e.g. things to do, places to stay, places to eat, cultural activities, romantic activities and transport around the city.</p> <p>Please select from the following destinations:</p> <ul style="list-style-type: none"><li>● Rome</li><li>● Berlin</li><li>● Paris</li><li>● Amsterdam</li><li>● Budapest</li><li>● Krakow</li><li>● Stockholm</li></ul>

<b>Resources to help you with the Bridging Task</b>	<p>You can use any source of information you like but here's some links to get you started:</p> <p><a href="#">Lonely Planet   Travel Guides &amp; Travel Information - Lonely Planet</a>  <a href="https://www.rome.net/">https://www.rome.net/</a>  <a href="https://www.visitberlin.de/en">https://www.visitberlin.de/en</a></p>
<b>Extension Tasks</b>	
<b>Extension tasks to stretch and challenge you</b>	<p>To pique your interest further and test your knowledge of famous global tourism attractions and landmarks, complete the following activity:</p> <p><a href="#">Where on Earth is That? Quiz   Britannica</a></p>
<b>Massive Open Online Courses (MOOCs)</b>	<p>Introduction to Travel and Tourism course:  <a href="#">Travel and Tourism Course Free   Tour and Travel Course Free   OHSC (oxfordhomestudy.com)</a></p> <p>Tourism and Travel Management course:  <a href="#">Tourism and Travel Management   My Mooc (my-mooc.com)</a></p> <p>Introduction to Hospitality and Tourism Industry:  <a href="#">Introduction to Hospitality and Tourism Industry   My Mooc (my-mooc.com)</a></p>

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### Part B - Preparing for Studying at Franklin

A fantastic opportunity to widen your understanding of the course.

<b>Examining Board and Specification</b>	<p>This course follows the Pearson Level 3 BTEC Extended Certificate in Travel and Tourism specification - <a href="#">Level 3 BTEC Travel and Tourism Course Specification</a></p> <p><b>We cover the following units, themes, and topics:</b></p> <ul style="list-style-type: none"> <li>• Dark tourism</li> <li>• Marketing in travel and tourism</li> <li>• The world of travel and tourism</li> </ul>
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- Global destinations
- Planning trips/holidays and preparing itineraries
- Events, conferences, and exhibitions
- Social media
- Natural disasters (earthquakes, floods, tsunamis, adverse weather etc.)
- Political and religious factors (war, conflict, terrorism etc.)

**Studying this course will give you a wide range of skills:**

- Non-routine problem solving – expert thinking, metacognition, creativity.
- Systems thinking – decision making and reasoning.
- Critical thinking – analysing, synthesising and reasoning skills.
- ICT literacy – access, manage, integrate, evaluate, construct, and communicate.
- Communication – active listening, oral communication, written communication, and non-verbal communication.
- Relationship-building skills – teamwork, trust, intercultural sensitivity, self-presentation, social influence, and negotiation.
- Collaborative problem solving – establishing and maintaining shared understanding, taking appropriate action.
- Adaptability – adapting to different personalities, communication styles and cultures.
- Self-management and self-development – work autonomously, be self-motivating and self-monitoring, willing and able to acquire new information and skills related to work.

**Progression after this course:**

This qualification will allow you to study a wide range of courses at university, such as; Travel and Tourism, Tourism Management, Events Management, Marketing, Advertising, Communications, Hospitality Management, Business and Tourism, Ethics and will prepare you for higher apprenticeships and employment.

Careers may include; Travel Rep, Flight Attendant, Marketing and Advertising, Travel Agent, Events Manager, Travel Photographer, Travel Journalist, and many more.

<b>Preparing for the Course</b>	<p>Information on the course and units covered can be found in the Pearson Travel and Tourism course specification: <a href="#">Level 3 BTEC Travel and Tourism Course Specification</a></p> <p>Some useful information about the local travel and tourism industry and careers: <a href="#">Labour Market Information / Local Travel and Tourism Careers</a></p> <p>Some useful information on different career options within the travel and tourism industries: <a href="#">Travel and Tourism Careers</a></p> <p>A fantastic resource for news, updates, careers and general information on the travel and tourism industries: <a href="#">World Travel and Tourism Council</a></p>
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