

Introduction

Who would have thought that we would ever be able to use the internet to view Earth from space and that within seconds we could zoom in to see street level scenes in Rome, Rio or virtually anywhere else that takes our fancy? Television programmes add another dimension, bringing the excitement of Las Vegas and the wonder of African safaris into our homes. We live in an age where international travel has become a possibility, even an expectation, for many people. Travel companies woo us with tempting offers for holidays around the world showing us that there is a whole wide world out there, just waiting for us to explore.

In this unit you will locate and investigate destinations around the world, learning about their features and their appeal to different types of visitors. You will plan routes and holidays to further develop your knowledge of international travel and tourism destinations.

Assessment: This unit will be assessed through a series of assignments set by your teacher/tutor.

Learning aims

In this unit you will:

- A** know the major international travel and tourism destinations and gateways
- B** investigate the appeal of international travel and tourism destinations to different types of visitor
- C** be able to plan international travel to meet the needs of visitors.



I enjoy watching travel programmes on TV. One of my favourites was *Africa*. Seeing the landscapes, and the antics of all those animals, has really fired me up to go on an African safari sometime. That's definitely top of my list for the future.

Christina, 16-year-old Travel and Tourism student

A close-up photograph of several large, woven burlap sacks filled with vibrant spices. The most prominent is a large sack of bright red chili powder in the foreground. Behind it, other sacks contain yellow and orange powders. In the lower right, smaller white bags are filled with green herbs and seeds. The background is softly blurred, showing more sacks and a hint of a market setting.

International Travel and Tourism Destinations

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This table shows you what you must do in order to achieve a **pass**, **merit** or **distinction** grade and where you can find activities in this book to help you.

Assessment and grading criteria			
Level 1	Level 2 Pass	Level 2 Merit	Level 2 Distinction
Learning aim A: Know the major international travel and tourism destinations and gateways			
1A.1 Locate three major gateways, from at least two different continents, with support.	2A.P1 Locate six major gateways, from at least two different continents. See Assessment activity 4.1, page 00	2A.M1 Explain four typical routes of air travel in relation to European and worldwide tourism. See Assessment activity 4.1, page 00	
1A.2 Locate one of each type of European and worldwide destination, with support.	2A.P2 Locate two of each type of European and worldwide destination. See Assessment activity 4.1, page 00		
Learning aim B: Investigate the appeal of international travel and tourism destinations to different types of visitor			
1B.3 Outline three features that contribute to the appeal of one European and one worldwide destination, for one visitor type, with support.	2B.P3 Describe three features that contribute to the appeal of one European and one worldwide destination, for two different visitor types. See Assessment activity 4.2, page 8	2B.M2 Explain how the features contribute to the appeal of one European and one worldwide destination, for two different visitor types. See Assessment activity 4.2, page 8	2B.D1 Compare and contrast the contribution of different features to the appeal of one European and one worldwide destination, for two different customer types. See Assessment activity 4.2, page 8
Learning aim C: Be able to plan international travel to meet the needs of visitors			
1C.4 English Maths Plan holidays to one European and one worldwide destination, producing an itinerary for each, with support.	2C.P4 English Maths Plan holidays to one European and one worldwide destination, for different visitor types, producing an itinerary for each. See Assessment activity 4.3, page 00	2C.M3 English Maths Plan holidays to one European and one worldwide destination, for different visitor types, producing an itinerary for each and justifying choices made. See Assessment activity 4.3, page 00	2C.D2 English Maths Analyse ways in which the two planned holidays could be adapted to meet the needs of different types of visitors. See Assessment activity 4.3, page 00

English Opportunity to assess English skills

Maths Opportunity to assess mathematical skills

How you will be assessed

This unit will be assessed by a series of internally assessed tasks. You will be expected to show your knowledge of locations, travel routes and destinations around the world, and to be able to explain the appeal of destinations for different types of visitors. The tasks will be based on scenarios involving working in a travel and tourism setting. For example, you might be asked to imagine you are working for a tour operator and have been asked to research suitable destinations for holidays. Or you could take on the role of a trainee travel consultant planning international travel to meet the needs of different types of customers.

Your assessment could be in the form of:

- informative materials such as travel guides
- brochures or multimedia presentations
- practical tasks such as map work and role plays.



► Features of international travel and tourism destinations

Introduction

The different features of destinations help to define the types of visitors they will appeal to. If you like the outdoor life then natural features might appeal, whereas if you like to party the nightlife will be top of your list when choosing a destination. What do you look for in a destination?

Did you know?



- In Dubai, it is against the law to kiss in public.
- In Singapore, you cannot eat chewing gum in public.
- Visitors to mosques must remove their shoes and women must cover their hair.

Can you find more examples of local customs?

► Cultural features

Culture can include traditions, music, dance, art, festivals and religion. Celebrations for Chinese New Year in Hong Kong manage to incorporate most of these. In Rio de Janeiro the annual Carnival is a spectacular event with fantastic parades, music and dancing.

It is important that you do not cause offence when you travel overseas, so knowing about local and religious customs is very useful. This is known as travel etiquette.



Why is it important that you learn about the culture you are visiting before you travel?

► Special interest tourism

The rise in special interest tour operators has been dramatic. There are many different types of special interest tourism in countries all around the world, including:

- winter sports, including downhill or cross-country skiing and snowboarding, with instruction or without

- water sports; for example, sailing, canoeing and scuba diving, with instruction or without
- walking, cycling and other outdoor pursuits
- sport as a spectator or participant; for example, tennis and football coaching, travelling to watch a Grand Prix or the Olympics
- developing skills; for example, painting, photography, cookery, learning a language
- volunteer tourism – giving up your time on holiday to help others
- health tourism; for example, travelling abroad for a face lift or dental work, yoga, a well-being or spiritual retreat
- culture; for example, travelling for festivals, music, theatre trips, art exhibitions
- adventure tourism; for example, trekking, mountaineering, wild water rafting.



Take it further

Use the internet to find examples of special interest tour operators and different countries where you can participate in specific special interest holidays. Who would these holidays appeal to?

TOPIC

B2

Types of visitor

Introduction

To be successful, travel and tourism organisations have to meet and exceed customer expectations. In order to do this they must know their customers and their needs. Think about young people, families, retirees and school groups. How do their needs differ? How can different organisations meet and exceed their needs?

Families

A family with very young children will have completely different needs and expectations, compared to a family with teenagers. These can influence travel arrangements, accommodation and the selection of the destination to meet their ages and interests. Families may have budget considerations too. Some families will enjoy active sports and may be interested in family cycling, skiing or sailing holidays. Others may prefer a relaxing hotel with a children's club in a family friendly resort.

Activity 4.3 Promoting Paphos

Imagine you have been asked to promote Paphos in Cyprus as a family destination. Work in pairs to produce posters; one highlighting features that would appeal to families with pre-school children, and the other aimed at families with teenage children. Compare your posters and discuss the similarities and differences.

Groups

Groups come in all shapes and sizes. Some of their needs will be the same, for example they will want to travel together. However, due to their differing motivations a trip to the same destination could be quite different for different types of groups. The accommodation and what they choose to see and do could vary considerably.



Discussion point

Discuss how the needs of a group of art students on a residential study trip will differ from those of a hen or stag group.

► Different ages

The youth market has groups with different motivations. Young people celebrating the end of exams are likely to head for the party islands of Ibiza, Crete or Zante for a one or two week break in the sun. In contrast gap year travellers will often be more independent, 'backpacking' through Asia or South America. They will have different expectations in terms of what they see and do, their choice of accommodation and transport, and their budget.

At the older end of the market not all over 50s are looking for a quiet relaxing holiday by a lakeside. Many are adventure travellers making the most of their senior years by undertaking world travel, going on safari, volunteering and trekking. Some retired people have good pensions and can afford luxury holidays with very high standards, but others may have more modest budgets. Coach tours and cruises appeal to some over 50s who would like everything arranged for them.

► Customers with special needs

Some customers may have specific needs and you must take them into consideration if you are planning holidays for them. You will need to choose a destination carefully if they have mobility issues. Hilly destinations or those with poor local transport may not be suitable. Special arrangements may have to be made to cater for customers who are sight or hearing impaired.

Assessment activity 4.2

2B.P3 | 2B.M2 | 2B.D1



You and your travel agency colleagues are taking it in turn to brief one another on how destinations appeal to visitors in different ways. Your investigations will focus on features of one European and one worldwide destination.

Give a presentation to show your understanding of how different features contribute to the appeal of your selected destinations for at least two different types of visitors.

Be prepared to compare and contrast the ways that the different features appeal to the different visitors.

Tips

- Choose different types of destinations, for example a European summer sun destination and a worldwide city break.
- Choose at least two visitor types for one destination and two different visitor types for the other.
- Include images to help show the appeal of different features.
- Features include natural features, local attractions, a range of accommodation, facilities, special interests and traditions/culture.
- Remember to look at the destinations' appeal through the eyes of your selected visitors. Consider why certain aspects might appeal more to one visitor type than the other.

WorkSpace

▶ Anna Plews

Travel Consultant

I work for an independent retail travel agent. Along with my colleagues I am responsible for:

- helping customers to find holidays to meet their needs
- providing information about different destinations
- selling holidays
- planning travel and preparing itineraries.

I love the variety of my job. No two days are the same. One minute I can be selling holidays to Majorca, and the next to Mexico. Customers trust me to give them good, accurate advice. I enjoy researching destinations as it's important to find holidays that meet customer needs.

Many of our customers rely on us to make all their travel plans, finding out about transport options as well as where to stay and what to do. Not all customers are going on holiday; some are business travellers too. It's important that I get everything right so that they don't end up missing a flight.

Sometimes I have the opportunity to travel to different destinations on a 'fam' trip. These are organised by tourist boards and tour operators to 'familiarise' us with destinations we might be selling. They're great fun, but can be hard work too because we pack a lot into a short trip. I have travelled to three different continents and have loved finding out at first-hand what different destinations have to offer. I hope I achieve my ambition to travel to each continent before I reach 30!



Think about it

- 1 How will the knowledge gained so far in this unit help to prepare you for a role like Anna's?
- 2 How can you continue to develop your knowledge of travel and destinations around the world?
- 3 What other jobs in travel and tourism would benefit from having staff with a good knowledge of international travel and tourism destinations?