

Pearson BTEC Level 3 National Extended Certificate in Travel and Tourism

Specification and PLC (Personal Learning Checklist)

AREA OF STUDY: 2 - Global Destinations




To end March Year 13

Overview: Global destinations are a key aspect of travel and tourism and their appeal is strongly influenced by factors such as their location, access and changing trends.

In this unit, you will use a range of resources to investigate the location and features of global destinations and explain the features that give appeal to global destinations and support different types of tourism. You will evaluate how travel plans/routes/itineraries meet customer needs. You will investigate consumer trends and the reasons the popularity of global destinations may change.

This unit will enable you to progress to higher-education courses by developing your knowledge of how to carry out research and make decisions based on information from a variety of sources.

It will also help prepare you for a career in the travel and tourism industry as you apply geographical knowledge and evaluate travel and tourism data in order to meet a given brief.

What do I need to know?				
A Geographical awareness, locations and features giving appeal to global destinations				
A1 Geographical awareness	• Geographical scale: hemispheres, continents, countries, regions.			
	• Location in relation to: o position – coastal, inland, islands, oceans, seas o major rivers, lakes, estuaries, mountain ranges, forests o altitude, height above sea level o latitude, equator, poles, Tropic of Cancer, Tropic of Capricorn.			
A2 Features and appeal of destinations	• Natural attractions: climate, landscape and topography, waterfalls, flora and fauna; natural phenomena – Northern Lights, volcanoes, geysers.			
	• Weather: interpretation of precipitation, temperature charts, hours of sunshine, seasonal variations.			
	• Built attractions: cultural heritage, historical sites, religious sites, museums, theme parks.			
	• Tourist facilities and amenities, their availability and standards: o transport and communication links o types of accommodation – serviced, self-catering o events, entertainment o local culture, including food and drink o facilities provided for activities, for business, leisure.			
	• Stage of development as a tourist destination: stages in Butler's tourist area life cycle (TALC) model – exploration, involvement, development, consolidation, stagnation, decline, rejuvenation; emerging, mature			

A3 Appeal and types of tourism	<ul style="list-style-type: none"> • Cultural: events, ceremonies, festivals; home stays; responsible tourism; dark tourism; religious pilgrimage. 			
	<ul style="list-style-type: none"> • Leisure: relaxation – swimming, sunbathing; shopping, hobbies; sightseeing – tours, cruises, weddings and honeymoons. 			
	<ul style="list-style-type: none"> • Nature: safaris, trekking, bird watching; ecotourism; conservation. 			
	<ul style="list-style-type: none"> • Sports: water based – sailing, scuba diving, windsurfing, surfing, fishing; land based – cycling, walking, skiing; spectator sports – golf, tennis, cycling, rugby, football; major events – Olympics®, FIFA World Cup™, Grand Prix™, Six Nations®. 			
	<ul style="list-style-type: none"> • Adventure: rock climbing, mountaineering, white water rafting, abseiling. 			
	<ul style="list-style-type: none"> • Wellness: yoga, spiritual, detox, spas, retreats; health, fitness, lifestyle, mind and body. 			
	<ul style="list-style-type: none"> • Business: meetings, incentives, conferences and events (MICE). 			
	<ul style="list-style-type: none"> • Education: research, study visits, exchange. 			
B Potential advantages and disadvantages of travel options to access global destinations				
B1 Different types of gateways and transport hubs and their facilities	<ul style="list-style-type: none"> • Major and emerging international gateways and their facilities: <ul style="list-style-type: none"> o air – airports and airport codes o train terminals – termini for international connections o sea ports – ferry ports, cruise ports. 			
	<ul style="list-style-type: none"> • Transport hubs: <ul style="list-style-type: none"> o integrated transport systems and services. 			
B2 Potential advantages and disadvantages of travel routes and transport providers	<ul style="list-style-type: none"> • Modes of transport, potential advantages and disadvantages – air, road, rail, sea. 			
	<ul style="list-style-type: none"> • Travel routes – departure and arrival gateways, travel times, connections and transfers. 			
	<ul style="list-style-type: none"> • Transport providers, potential advantages and disadvantages: <ul style="list-style-type: none"> o air carriers – national flag carriers, scheduled, chartered, budget, luxury, private jet o ferry operators o cruise companies – international, national, regional, local, ocean, river o rail operators – scheduled, luxury, heritage, long distance o overland travel providers – coach operators, bus companies, safari, expedition, local transport services, taxi. 			

C Travel planning, itineraries, costs and suitability matched to customer needs

C1 Travel planning and the potential advantages and disadvantages of transport options	<ul style="list-style-type: none"> Sources of information for travel planning: maps, atlases, brochures, travel guides, websites, timetables, travel agents, visitor centres, tourist boards, government advice. 			
	<ul style="list-style-type: none"> Convenience: direct services, length of journey, total cost of journey, transfers, connections and transit, number of changes, waiting times, layovers, stopovers. 			
	<ul style="list-style-type: none"> Timings: 24-hour clock, adjustments for travel across time zones, direction of travel (east–west or west–east), Prime/Greenwich Meridian and International Date Line (IDL). 			
	<ul style="list-style-type: none"> Services and level of comfort: food, drink, entertainment, communications, choice of travel class, seating, legroom. 			
	<ul style="list-style-type: none"> Safety and security: reliability, safety record, previous incident measures, training, evacuation, baggage checks, transit, CCTV, security personnel. 			
	<ul style="list-style-type: none"> Risk assessments: identifying potential risk/danger, Foreign and Commonwealth Office (FCO) advice, preventing accident/injury, contingency plans. 			
C2 Understanding of travel itineraries	<ul style="list-style-type: none"> General information included in a travel itinerary: <ul style="list-style-type: none"> o number in the party o dates and duration of the trip o total costs, cost breakdown, extras, supplements, currency requirements, insurance o entry and visa requirements, health advice, vaccines, medications o type of trip – one centre, two centre, guided tour, independent o contact details of travel organiser/agent, emergency contact details. 			
	<ul style="list-style-type: none"> Outward travel details – departure date, time, travel to departure point, method of travel, duration of journey, transport provider(s). 			
	<ul style="list-style-type: none"> Transport from departure point: <ul style="list-style-type: none"> o service booked, codes, terminals o embarkation details, security, passport checks o seating arrangements, catering, assistance o travel time to destination gateway, adjustments across time zones, method of travel, duration, provider. 			
	<ul style="list-style-type: none"> Onward travel arrangements: <ul style="list-style-type: none"> o duration, method of travel, provider(s) o time of arrival at accommodation, location of accommodation, room and board arrangements o activities – planned excursions, tours, day trips, optional extras, leisure time. 			
	<ul style="list-style-type: none"> Return travel details – departure date, time, travel to departure point, method of travel, duration of journey, transport provider. 			
C3 Cost factors	<ul style="list-style-type: none"> Total cost: per person, total cost for the group, breakdown of component costs. 			
	<ul style="list-style-type: none"> Discounts: booking terms and conditions, discount types, percentages, advance bookings, integrated travel, free places, reward schemes. 			

	<ul style="list-style-type: none"> • Supplements: under occupancy, cabins/rooms with views, luggage charges, pre-allocated seating arrangements, level of service, fuel surcharges, excursions, group/private transfers, booking fees, insurance. 			
	<ul style="list-style-type: none"> • Exchange rates, currency conversions, managing fluctuations, restrictions. 			
C4 Type of customers and their needs	<ul style="list-style-type: none"> • Different types of customers: families, senior citizens, couples, young people, customers with special interests, corporate travellers, groups, different ages. 			
	<ul style="list-style-type: none"> • General needs: speed, cost, time, length of journey. 			
	<ul style="list-style-type: none"> • Specific needs: access, restricted mobility, wheelchair users, hearing impairment, visual impairment, medical, health conditions, language, unaccompanied minors, infants, babies, phobias, travelling with sports equipment and oversized baggage. 			
	<ul style="list-style-type: none"> • Purpose of travel: leisure, Visiting Friends and Relatives (VFR), business. 			

D Consumer trends, motivating and enabling factors and their potential effect on the popularity and appeal of global destinations				
D1 Consumer trends affecting the appeal of global destination	• Changing demographics – aging society – silver surfers, grey gappers, adrenalin seekers.			
	• Changes to family structures – intergenerational holidays, parent and toddler activities.			
	• Changing lifestyles – ‘back to basics’, outdoor lifestyles, nostalgia.			
	• Changing tastes – aspirations, celebrity influence, environmentally aware, digital downtime, healthier, new experiences, adventure, authenticity, volunteering.			
	• Changes to holiday patterns – increased demand for short breaks, medium breaks, holidays throughout the year.			
	• Increased concern over sustainability – welfare of host communities, damage to environments, exploitation and ethics.			
D2 Motivating and enabling factors affecting the appeal of global destinations	• Motivating factors – wanderlust and sunlust (Gray 1970), relaxation, escape, socialisation with friends, rest, prestige, purpose of travel – health, education, sport, culture, adventure, business, VFR.			
	• Enabling factors: o having enough time and money, modern leisure paradox – money rich/time poor o availability of travel – ease of travel/accessibility, communication and transport links o availability of suitable product/holiday type o influence of destination marketing o consumer confidence.			
E Factors affecting the popularity and appeal of destinations				
E1 Political factors	• Legislation, tourism policy, target markets and promotion, visa requirements, permits, compatible travel arrangements, destination management.			
	• Safety and security: stability, war, civil unrest, threat of terrorist attack.			
E2 Economic climate	• Global recession, disposable incomes, exchange rates, currency fluctuations, cost of visiting.			
E3 Accessibility and availability	• Infrastructure: gateways, travel and transport, new routes, electricity, water and waste management.			
	• Availability of tourism facilities, amenities and attractions, holidays.			
E4 Image and promotion	• Publicity.			
	• TV, film, documentary, drama location and promotion.			
	• International events, conference, exhibitions, World Travel Market (WTM).			
E5 Changing markets	• New and emerging markets.			
	• Emerging tourist-generating regions.			
E6 Natural disasters	• Volcanic eruption.			
	• Earthquake.			
	• Tsunami.			
	• Landslide.			
	• Avalanche.			
E7 Climate and its influence on travel	• Global climate zones – Mediterranean, equatorial, temperate, arid, polar, snow.			

	<ul style="list-style-type: none">• Influence on travel – seasonal variations; potential disruptions – monsoons, risk of flooding, snow and ice, bush fires, storms, hurricanes, typhoons and tornadoes.			
--	--	--	--	--