

Travel and Tourism induction task 2022-23.

Our first unit of Year 12 is called 'The World of travel and tourism' and it looks at the different types of travel and the different types of tourism customers. We will begin to understand more about how travellers may differ based on their need of holiday. You may have **leisure** travellers who focus on enjoyment and relaxation; **corporate** travellers who travel for business; or **specialist** travellers who are seeking a specific type of holiday such as mountain trekking, honeymoons, gap years, sustainable tourism linked to conservation and education. When we think of travel and tourism, we also think about who is travelling – this could be individuals and couples, families, groups or even those with specific requirements such as mobility problems. There are so many different types of holidays available, and **we want you to find out more about these types of travel and tourism.**

Use the following link to help you find out about the travel trends of 2019:
https://www.youtube.com/watch?time_continue=68&v=NJG31NHS0yc&feature=emb_logo

The ABTA focus on ensuring that all travel agents and tour operators are giving us the best deals, and each year they summarise the most popular destinations and those to keep our eyes on....

The ABTA travel trends report for 2019 highlights these new destinations to keep our eye on:

- **Bulgaria:** Summer bookings are up 30 per cent and Bulgaria's second city, Plovdiv, shares 2019 European Capital of Culture status. Bulgaria's value and the spotlight on Plovdiv position it well for 2019.
- **Costa Rica:** The focus on sustainability will keep this conservation leader high on the wish list.
- **Denver:** More flight options mean cheaper fares to the Rocky Mountains for hiking, biking and winter sports, with Denver a modern city option.
- **Durban:** New British Airways flights this winter bring South Africa's surfing hotspot within easy reach.
- **Galicia:** Northern Spain's Atlantic coast remains relatively undiscovered but is also easily accessible.
- **Japan:** The Rugby World Cup and new BA flights to Osaka will increase Japan's profile, while ABTA's Travel Convention in Tokyo will focus industry minds.
- **Jordan:** New budget flights to the Red Sea resort of Aqaba bring another twist to Jordan's attractions.
- **Madeira:** The Atlantic island's sedate image is changing thanks to its growing reputation as a surfing, adventure and activities destination.
- **Poland:** Now served by more UK flights than mainland Spain, it offers so much more than just city breaks.
- **Thessaloniki:** Greece's historic city is enjoying a come-back after redeveloping its 5km waterfront.
- **Uzbekistan:** A more relaxed visa process means this Silk Road former Soviet Republic will feature on the adventurous traveller's radar.
- **Western Australia:** Qantas's 17-hour non-stop flight to Perth has made the west of this vast country the entry point for more visitors.

What to do:

- Choose 2 contrasting locations. This could be contrasting based on:
 - Weather/climate (e.g. tropical vs cold)
 - Type of holiday (e.g. relaxing beach holiday vs mountain trekking; or culture/history vs city).
 - The traveller that the holiday would be appropriate for (e.g. families, couples, business, people with special requirements etc).

We want to know:

- A brief blurb about the location(s) visited (weather, sites to visit, history etc).
- What makes the destination so popular
- Popular visitor attractions
- Information about where to stay, how to get there.

How to extend your work:

- Add a 3rd destination to your list – but this time it **has** to be based in the UK. Find somewhere different that people could visit in the UK (e.g. Jersey, Isle of Skye), and add this as a final destination.

Places to start planning/research:

- <https://www.travelsupermarket.com/en-gb/holidays/city-breaks/>
- <https://www.explore.co.uk/>
- <http://www.coachholidays.com/>
- <https://www.expedia.co.uk/>

Any questions or issues, please email: felicitygoodliffe@kba.uk