

# BTEC Travel & Tourism L3

1. Find out the name of the main organisation which is responsible for marketing the UK to potential visitors. Produce a short overview on what it does.
2. Research and define the following important terms in the context of the UK:
  - Domestic tourism
  - Outbound tourism
  - Inbound tourism

Support these with some statistics over at least three years, as recent as possible.

3. Find out about the potential impact that the Covid 19 global pandemic has had and is continuing to have on the short and long-term future of UK tourism. Make good use of online, newspaper and broadcast sources of information. Create a reference list of your sources.

## EXTRA:

- Look out for news articles that might have an impact on tourism, positive or otherwise.
- Identify some current trends in the way tourism is developing.
- Watch travel and tourism related TV programmes e.g. Inside Heathrow.
- Gather and bring in any promotional leaflets and brochures on a wide range of tourist attractions and destinations.
- Subscribe to a free online travel and tourism website e.g. Travel Mole for daily news articles and travel and tourism related information.
- Investigate the wider travel and tourism industry beyond the obvious flights and holidays stereotype.

You can email **Mr Martin** if you have any questions regarding the course or these induction tasks:

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For the best chance of a reply, please do this before or after the summer break.