

Summer Travel and Tourism Assignment

Exploring the Travel and Tourism Industry

Choose one travel and tourism destination or organisation to investigate.

You can pick one of the following:

Option A: A Tourist Destination

- A country (e.g. Spain, Thailand)
- A city (e.g. London, Dubai, New York)
- A resort or attraction (e.g. Disneyland, Ibiza)

Option B: A Travel & Tourism Organisation

- Airline (e.g. Ryanair, Emirates)
- Hotel chain (e.g. Hilton, Premier Inn)
- Travel company (e.g. TUI, Jet2)
- Tourist attraction (e.g. Alton Towers)

What you need to find out

1. Overview

- What is your destination or organisation?
- Where is it based?
- What makes it popular?

2. Products and services

- What does it offer to customers?
- Transport, accommodation, entertainment, packages, etc.
- Who are the main customers? (families, business travellers, young people, etc.)

3. Reasons for popularity

Why do people choose this destination or organisation?

- Price
- Location
- Attractions
- Reputation

Summer Travel and Tourism Assignment

4. Customer experience

- What is the experience like for tourists/customers? Positives and negatives.

5. Evaluation

Answer this question:

How successful is your destination or organisation?

- What are its strengths?
- What could be improved?
- How does it compete with others?

Your final piece

Option 1: Written Report of 400-700 words with headings

OR

Option 2: Presentation of 5-7 slides which includes images and key facts

Top Tips for Success

- Use real examples and facts
- Include images or maps
- Use websites like: Official company websites, VisitBritain / tourism sites, News articles (BBC, etc.)
- Write in your own words

Challenge Task (Optional)

Compare your choice with a competitor (e.g. Ryanair vs easyJet, Paris vs London)

OR explain how your destination/organisation could become more sustainable

Deadline

Bring your finished work to your first A Level Geography lesson in September, or email it to me (butterworthj@bellerivefcj.org) before that day.