

Work Activity Brief

Courses	Travel & Tourism Level 2 & Level 3		
Project Title	Introduction to the Travel & Tourism Industry		
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Project overview

The travel and tourism industry is one of the biggest and fastest growing industries in the UK. This project will allow you to build an understanding of the industry in preparation for your study programme.

To answer all questions, please create a new Microsoft Word or PowerPoint document with the title 'Introduction to the Travel & Tourism Industry' and don't forget to include your full name.

Once you have completed your project, please forward this to the following email address along with your full name: submissions@esc.ac.uk. We'll then forward this on to our curriculum teams who will be in touch shortly.

Outcome of the project

This project has been developed to help you to prepare for the programme that you will be joining in September. It will hopefully give you some insight into the subject area and help to develop your skills in working independently as well as assignment writing.

These are the tasks that you need to complete and will support you in structuring your work:

Task 1: There are multiple job roles within the Travel and Tourism sector. **Provide 4 related roles that you are interested in exploring.**

Task 2: From the above job roles, **choose one role** that interests you the most. To complete this task, you will need to research and answer the following questions:

- 2.1** What is a typical working day like? What tasks and responsibilities are involved?
- 2.2** What is the starting salary?
- 2.3** Describe the skills and personal qualities that are important for this role.

Task 3: There are many different aspects of tourism. Can you explain the following types of tourism and provide **two** holiday examples of each:

- Domestic Tourism
- Sustainable Tourism

Task 4: ABTA is the Association of British Travel Agents. Explain what support and protection ABTA offers to Travel Agents **and** customers.

Task 5: ATOL Protection stands for Air Travel Organiser's Licence Protection. A customer is asking you about this protection; please explain what this protection offers and why it is important.

Task 6: One of the most dominating travel brands is **Emirates Holidays**. Research Emirates Holidays and answer the following questions:

- 6.1 Describe the holidays that Emirates Holidays specialise in.
- 6.2 Are Emirates Holidays a member of ABTA?
- 6.3 Do Emirates Holidays offer ATOL Protection?
- 6.4 What ancillary products do Emirates Holidays offer? An ancillary product is an additional product alongside a flight or accommodation booking.
- 6.5 Why do you think Emirates Holidays are such a strong competitor?

Task 7: A further dominating travel brand is **easyJet Holidays**. Research easyJet Holidays and answer the following questions:

- 7.1 Describe the holidays that easyJet Holidays specialise in.
- 7.2 Are easyJet Holidays a member of ABTA?
- 7.3 Do easyJet Holidays offer ATOL Protection?
- 7.4 What ancillary products do easyJet Holidays offer?
- 7.5 Why do you think easyJet Holidays are such a strong competitor?

Task 8: Explain the term *Overtourism*

Task 9: The below destinations are experiencing *Overtourism*. Provide examples of what each of the below destinations are currently doing to avoid further *Overtourism*:

- Venice, Italy
- Boracay Island, Philippines
- Machu Picchu, Peru