

Travel and Tourism

Paper 3: International Business and Leisure Travel Services

Recommended Prior Knowledge

There are clear links between the content of this unit and some of the content of Paper 1:

- Part 1 – The Features of the Travel and Tourism Industry
- Part 2 – The Management and Development of Tourist Destinations.

Context

The International Travel unit requires candidates to develop key vocational skills such as researching the features of particular types of travel, matching the needs of potential customers with potential providers and evaluating their suitability. It also allows candidates to consider the importance of selected organisations and the range of factors that influence the increasing numbers of international travellers that enter and depart various destinations around the world.

Outline

All international travel providers offer a range of product options. Candidates will identify the key features of the major types of products currently available and targeted at specific segments of the travel market. e.g. leisure travellers, business travellers etc. In preparation for the external assessment, candidates will study:

- International transport products and services
- International travel service providers
- Organisations and regulations influencing international travel
- The factors influencing international travel.

AO	Learning outcomes	Suggested Teaching activities	Learning resources
Air services			
AO1 AO2 AO3	Students should be able to: Demonstrate a clear understanding of international air transport products and services.	Investigate air services. <ul style="list-style-type: none"> • Choose a major international air carrier and ask students to identify its route network and investigate the frequency of service on these routes. • Provide details about what is available for First, Business and Economy class passengers on such 	Route maps from promotional brochures or in-flight magazines. Airline promotional materials. Airline Websites such as: www.aa.com www.flycontinental.com www.aerowisata.com/garuda

AO	Learning outcomes	Suggested Teaching activities	Learning resources
		<p>routes.</p> <ul style="list-style-type: none"> Students to compare the chosen carrier with both a charter airline and a “no frills” operator. Ask students to suggest reasons for the various differences identified. 	<p> www.lufthansa.com www.qantas.com.au www.singaporeair.com www.virgin-atlantic.com </p> <p>Airlines of the world www.air.findhere.com </p>
AO3	<p>Students should be able to:</p> <p>Investigate at least one international airport and be able to explain the full range of products and services available to both leisure and business travellers.</p>	<p>Investigate an airport</p> <ul style="list-style-type: none"> Students to make a study of one international airport, to analyse air/land-side service provision. Where possible, a study visit to an airport will add breadth to the students’ investigations. However, if a visit is not a practical option, students will find all the appropriate information listed on the selected airport’s website. Ask students to analyse the ways in which airport service provision meets the needs of both incoming and outbound passengers and for business and leisure travellers. 	<p>International airports portal http://www.international-airports.com </p> <p>Airport websites e.g. www.dubaiairport.com </p>
Sea services			
AO1 AO2 AO3	<p>Students should be able to:</p> <p>Demonstrate a clear understanding of international sea transport products and services.</p>	<p>Investigate sea services</p> <ul style="list-style-type: none"> Choose one example of an international ferry route and one example of an international cruise currently available. For each: <ul style="list-style-type: none"> -Identify the main service operators; -Provide details of the vessels used; -Describe and explain the products and services available on-board. 	<p>Ferry company websites such as: www.brittanyferries.com www.seejapan.co.uk/transport/sea/international.html www.greeka.com/greece/greece-ferries.htm </p> <p>Cruise company websites such as: www.carnivalcruise.co.uk www.crystalcruises.com www.cunard.co.uk </p>

AO	Learning outcomes	Suggested Teaching activities	Learning resources
		<ul style="list-style-type: none"> Students to highlight similarities and differences between ferry and cruise options. 	www.fredolsencruises.co.uk www.hollandamerica.com www.islandcruises.com www.msccruises.com www.norwegiancoastalvoyage.com www.orientlines.com www.orient-express.com www.pocruises.com www.cruisecollection.com www.princess.com www.royalcaribbean.com
AO3	<p>Students should be able to:</p> <p>Investigate at least one major port and be able to explain the full range of products and services available to both leisure and business travellers.</p>	<p>Investigate a major port</p> <ul style="list-style-type: none"> Students to make a study of a major seaport. Where possible, a study visit to the port will add breadth to the students' investigations. However, if a visit is not a practical option, students will find all the appropriate information listed on the selected port's website. Ask students to analyse the range of passenger facilities available in the chosen port terminal complex for leisure and business travellers. 	<p>Port websites</p> <p>www.ports.com/</p>
Rail services			
AO1 AO2 AO3	<p>Students should be able to:</p> <p>Demonstrate a clear understanding of international rail transport products and services</p>	<p>Investigate international rail services</p> <ul style="list-style-type: none"> Ask students to compare and contrast the different types and classes of service provided for passengers travelling by rail on services such as: -Eurostar -Heathrow Express 	<p>Amtrak (USA) @ www.amtrak.com</p> <p>Eurostar @ www.railpass.com/eurostar</p> <p>Rail Europe @ www.raileurope.com</p>

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		-Orient Express	Japan Bullet Train @ www.teleway.ne.jp/~dolittle/byunbyun/index/html www.orient-express.com
Coach services			
AO1 AO2 AO3	Students should be able to: Demonstrate a clear understanding of international coach transport products and services	Investigate international coach services <ul style="list-style-type: none"> Compare the different types of product and service provided for passengers travelling on services such as: <ul style="list-style-type: none"> -Greyhound -Eurolines -A coach tour package etc 	www.greyhound.com www.eurolines.com www.washearings.com
Other International Travel Service Providers			
AO1 AO2 AO3	Students should be able to: Understand that international travel products may contain a variety of components.	Investigate other international travel service providers <ul style="list-style-type: none"> Students to compare three types of holiday product that are available from the local area. Research an example of each of the following: <ul style="list-style-type: none"> -A typical short haul family package holiday -A long haul all-inclusive holiday -An independent long haul trip including return flight, accommodation for 10 nights in two locations and car hire. Ask students to provide named details of what each will involve, the relative costs and come to a conclusion as to which offers the best value for money. 	Use materials available from a local travel agency or from the Internet. If brochures are not readily available look at major websites. Some examples might include: <ul style="list-style-type: none"> Club Med Sandals

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AO1 AO2 AO3	<p>Students should be able to:</p> <p>Recognise that ancillary services can be supplied to international travellers by a variety of providers.</p>	<p>Investigate the range of ancillary products and services available to the leisure and business traveller.</p> <ul style="list-style-type: none"> Ask students to compare the range of ancillary services made available by each of the following: <ul style="list-style-type: none"> -A large hotel within the local area -The local tourist information centre or office -A local travel agency -A local destination venue -A local tour operator Students can then be asked to suggest reasons for the variations in the findings. 	<ul style="list-style-type: none"> The local area's tourist or visitor guide Internet sites Advertisements Guidebooks Brochures
AO1 AO2 AO3	<p>Students should be able to:</p> <p>Explain the range of business tourism (MICE) facilities available in a chosen destination.</p>	<p>Investigate the range of business tourism facilities available in a selected destination.</p> <p>Conferences, exhibitions and trade fairs are important components of the tourism economy of many international destinations. Thus many local tourist boards are now able to supply the conference organiser with a specialist customer service package that gives attention to the products and services associated with business tourism.</p> <ul style="list-style-type: none"> Ask students to: <ul style="list-style-type: none"> -Describe the main users and providers of conference and exhibition/event facilities -Describe the main locations used and indicate their relative importance -Examine in detail the facilities available in a typical venue servicing the local and international conference and event markets 	<ul style="list-style-type: none"> The local area's tourist or visitor guide Internet sites Advertisements Guidebooks Brochures

AO	Learning outcomes	Suggested Teaching activities	Learning resources
		-Describe the range of services that are available in a locality to support and maintain the attractiveness of the venues operating within the conference and event marketplace.	
AO2 AO3	Students should be able to: Demonstrate an understanding of the role of tour operators.	Investigate how providers cater for different types of visitor at different times. <ul style="list-style-type: none"> Ask students to provide definitions and named examples of each of the following types of operator: <ul style="list-style-type: none"> -Mass Market -Specialist -Domestic -Incoming -Direct Sell -Independent Students to choose any one product provided by a particular operator and explain how: <ul style="list-style-type: none"> -It has been put together -It has been influenced by integration and economies of scale -It varies in price on a seasonal basis -Consumer protection is offered. When researching examples of each category, collect a sample brochure for each type. 	Holiday brochures Internet sites
AO2 AO3	Students should be able to: Demonstrate an understanding of the role of retail travel agents.	Investigation a local travel agency. <ul style="list-style-type: none"> Make a visit to a local travel agent's office, where possible, although if this is not possible there are many detailed websites from which students will be able to 	Examples of travel agent's websites: www.travelagents.com/ www.expedia.com/

AO	Learning outcomes	Suggested Teaching activities	Learning resources
		<p>research relevant information.</p> <ul style="list-style-type: none"> Ask students to write a brief report to show: <ul style="list-style-type: none"> -range of products available -variety of services available Explain why travel agents offer an extensive range of ancillary products and services to their customers. 	www.ebookers.com
Organisations and Regulations influencing International Travel			
AO1 AO3 Ao4	<p>Students should be able to:</p> <p>Research the main functions of a range of organisations that can regulate and influence international travel.</p>	<p>Investigate a range of travel regulators and organisations, which influence international travel.</p> <ul style="list-style-type: none"> Identify and research at least two travel regulators and/or organisations, which influence international travel. Once this information has been gathered, students can then: <ul style="list-style-type: none"> -Describe the main function of each organisation -Explain the assistance that such organisations may offer international travellers. -Evaluate the purpose of consumer protection legislation and provide examples of how international travellers can benefit from consumer protection legislation. 	www.world-tourism.org/ http://airconsumer.ost.dot.gov/ www.maldivesisle.com/consumerprotectionactofmaldives.htm www.etoa.org/Industry.aspx www.docep.wa.gov.au/ConsumerProtection/Content/Travel/index.htm
Factors influencing International Travel			
AO1 AO3 AO4	<p>Students should be able to:</p> <p>Understand that providers of international travel products and services can use a variety of presentational and</p>	<p>Investigate local travel service providers</p> <ul style="list-style-type: none"> Visit a range of local travel service providers and analyse their use of examples of the following: <ul style="list-style-type: none"> -Window displays – what was on offer? 	<p>Record of personal investigations.</p> <p>Local press, guides, Destination Manual and other printed sources of information.</p> <p>Internet.</p>

AO	Learning outcomes	Suggested Teaching activities	Learning resources
	promotional methods.	<ul style="list-style-type: none"> -Adverts – local press, guides & tourist publications -Promotional leaflets & flyers -Brochures -Website pages <ul style="list-style-type: none"> • Ask students to provide an evaluation of each method investigated and decide which types of provider benefit most from particular methods. 	
AO4	<p>Students should be able to:</p> <p>Assess the major threats that currently exist to the continued growth of international travel.</p>	<p>Assess the major threats that currently exist to the continued growth of international travel</p> <ul style="list-style-type: none"> • Ask students to identify and then evaluate the main threats not only to international travel but also to particular 'at risk' destinations. The WTO give emphasis to the following threats: <ul style="list-style-type: none"> -Terrorism -Natural disasters -Health scares -Oil price rises -Economic and political uncertainties. <p>Consider also:</p> <ul style="list-style-type: none"> -Rising costs of accommodation, transport and destination costs -Over-commercialisation -Crime & social problems -Negative media coverage -Negative tourism management -Water, air & noise hazards 	www.world-tourism.org

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AO3 AO4	Students should be able to: express valid opinions as to why trends occur in international travel.	Explain the reasons for the current international growth in popularity of cruise holidays Students to research statistics for the cruise holiday market and idea storm reasons for its popularity	www.jpi.co.uk/discovercruises/CruiseNewsDetail www.slideshare.net/akto/cruise-market-med-0907/