

Starting with confidence >>

Travel & Tourism

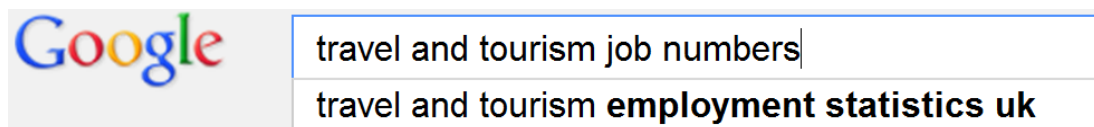
The following is a list of activities you may like to do during your summer holidays, in preparation for studying BTEC Travel & Tourism.

As part of your Travel and Tourism studies, two of the skills that you will need to develop are independent study and research. This activity is designed to help with both.

You may be familiar with using Google but, just like with people, the more information you give it, the more likely it is that it will give you the answer you are looking for.

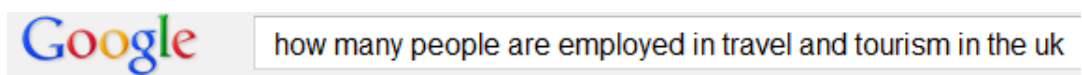
For example, if you were asked to find out how many people are employed in the travel and tourism industries in the UK and you simply typed into Google "tourism jobs", you would get a lot of information about jobs that you can apply for in tourism, but not a specific answer to the question.

Typing "travel and tourism job numbers" would give you similar information.



However, in the example above, Google threw up an alternative suggestion, which would almost certainly make finding the information you need easier, so select that option.

If you were to ask Google to search exactly for the information you require, it will be even clearer:



Sometimes, you just need to use keywords to carry out successful research.

For instance, if you were asked to write a report discussing whether or not 'glamping' was just a new form of camping, or rather a new form of eco-tourism, you could use the key words "glamping eco tourism" to find a website or article that will help you answer the question.

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Research Skills Activity

So, now it is time to show off your research skills.

We will start with the first two examples from Page 1 and then move onto a few more challenging questions.

1. How many people are employed in travel and tourism in the UK?
2. Is 'glamping' just a new form of camping or rather a new form of eco-tourism?
3. How much money was spent on security at the London Olympic Games 2012?
4. How do you qualify for a job as a 'Beefeater' at the Tower of London?
5. Should tourists avoid Greece as a holiday destination because of their financial crisis?