

TRAVEL AND TOURISM

SUMMER PROJECTS
YEAR 11 STUDENTS

TRAVEL AND TOURISM:
A REPORT
A NEWSPAPER ARTICLE
A HOLIDAY ITINERARY



HEART OF
WORCESTERSHIRE
COLLEGE

KICK START YOUR STUDY AT HOW COLLEGE WITH ONE OF OUR CURRICULUM BRIDGING PROJECTS

Background:

You are to produce three pieces of work.

1. A report
2. A newspaper article
3. A holiday itinerary

Tasks:

“ The impact of Covid19 on the travel and tourism industry has been monumental”

Please consider and explore this statement. You need to produce a report that investigates the statement while providing evidence of research. The report should include impacts on the following:

- Travel Agents
- Tour Operators
- Airlines
- Destinations

This can be a word document or written on paper. All sources should be accounted for in a bibliography. Please also consider newspaper reports, industry websites and any other source that can be referenced. This could also include an interview with a travel agent or airline staff.

Your report should be a minimum of 1000 words and take between 5 to 7 hours to complete.

Below are some good reading links to give you an overview.

www.ukinbound.org/resources/impact-of-covid-19-on-uk-travel-and-tourism/

www.unwto.org/tourism-covid-19

www.visitbritain.org/

www.nationalgeographic.com/travel/2020/04/how-coronavirus-is-impacting-the-travel-industry/

How hard will the Coronavirus hit the travel industry?

A nearly empty American Airlines flight prepares for takeoff March 18, 2020. Airlines, along with the rest of the travel industry, are facing an uncertain future caused by the coronavirus pandemic.

www.nationalgeographic.com

inews.co.uk/news/business/coronavirus-uk-travel-tourism-industry-covid-19-impact-jobs-british-airways-2450422

Coronavirus: UK travel and tourism industry is bracing for the impact of Covid-19, which could cost 50m jobs | inews

The UK travel and tourism industry is bracing for the impact of Covid-19 as a leading industry body said the global pandemic could cost 50m travel jobs around the world and as British Airways...

[inews.co.uk](https://www.inews.co.uk)

Home | VisitBritain

£1.3m Coronavirus (COVID-19) Destination Management Resilience Scheme launched. The new scheme will help to ensure DMOs can continue to provide crucial help and support to tourism businesses...

www.visitbritain.org

www.express.co.uk/travel/articles/1263489/coronavirus-covid19-future-travel-flights-cruises-airlines-expedia-holidays

Coronavirus: How covid-19 will change the future of travel

CORONAVIRUS has put holidaymaker's travel plans on hold and has changed the way most people live their lives. So, what does the future of travel look like?

www.express.co.uk

www.abta.com/news/coronavirus-outbreak

Task 2 – Newspaper article

Please use the below statement as the heading for your newspaper article.

“The travel and tourism industry will aid worldwide economic recovery”

Your newspaper article should be well researched with references on a separate page. The article can be presented how you wish providing it is clear and easy to read. This could be a word document, publisher or in your own handwriting.

Below are some good reading links to provide an overview for your article. Your article should be between 500 and 800 words and take 3 to 6 hours to complete. It should be positive and upbeat with an emphasis on the importance of the travel and tourism industry within the worldwide economy.

www.travelagentcentral.com/your-business/wttc-travel-and-tourism-key-to-economic-recovery-americas

www.hotelmanagement.net/own/wttc-travel-tourism-critical-to-economic-recovery

www.hospitalitynet.org/news/4098094.html

www.bbc.com/travel/story/20200415-how-can-we-be-sustainable-post-covid-19

voyagesafriq.com/2020/04/10/rethinking-and-reinventing-travel-and-tourism-post-covid-19/

Rethinking and Reinventing Travel and Tourism Post Covid-19

The courtyard of Ghana’s Cape Coast Castle, a UNESCO Heritage site, attracts lots of tourists during the Year of return-2019. For many years, the hospitality, travel, tourism and events industry (HTTTE) made the world go round.

voyagesafriq.com

Task 3 – Holiday itinerary

“People will always want to travel, the industry will recover, and holiday’s will be booked and confirmed in their thousands”

The travel and tourism industry have experienced its hardest challenges to date. However, the importance and durability of this industry can not be underestimated. The industry will bounce back as people will always want to travel, have holidays and experience new destinations.

The world is your oyster so please prepare and plan your dream holiday. The holiday will be for two adults departing in early 2021. You should include all relevant details including;

- Flights – including departure and arrival points and timings
- Transfers where possible
- Accommodation including room type and board basis
- Destination information including visa advice and points of interest.
- Cost – Each element should be costed on a separate page with the TOTAL highlighted

Enjoy - some of you may be booking these in the future!

Your proposal should be clear with a separate page listing the sources and websites that you used for all elements of your itinerary.

Your itinerary should take between 5 to 7 hours to complete and be your DREAM destination. Below are some industry websites where you can source flights, accommodation, transfers, tours, destination information and cost.

www.tui.com

www.onthebeach.com

www.skyscanner.com

www.booking.com

www.kuoni.com

www.jet2.com

If you have any issues with the summer project please complete what parts you can and we will review it together over induction.

Have a good summer and we look forward to meeting you in September 2020.

Indicative time for this project:

10-12 hours.

Instructions on how to submit this:

You can email your submission to:

e. travel@howcollege.ac.uk

How will I benefit from this project:

You will gain an understanding of the work that we complete at college. You will also gain a wider understanding of the impacts of COVID-19 on the travel and tourism industry.

What can I expect to get back after I submit my project work:

You will receive written feedback at Induction in September 2020.

Key information you should include:

Your name

Your email address

A contact telephone number