



# Year 11 Preparation for Study at Loreto College

## SUBJECT

Travel and Tourism



## QUALIFICATION

Pearson BTEC National Level 3 Extended Diploma



## PREPARATION TASKS



## RESEARCH



London is the capital city of the UK and attracts millions of tourists each year. There are many different videos on London that you can watch on YouTube in order to find out more about this popular city destination. You can also visit the website [Visit London](#) where you will discover many of the attractions and facilities that London offers to visitors.

Imagine you work for The London Tourist Board and you have been asked to design a leaflet on London. The leaflet is aimed at promoting London as a destination to younger people aged 18 - 25 years. Your leaflet could be completed either on a Word document or by hand on A4 paper.

Consider the pictures you would include in the leaflet and which visitor attractions in London would appeal to this age group. Consider the type of accommodation such as a hotel where visitors to London can stay. Your brochure should be exciting, colourful and interesting. Remember that it should also appeal to younger people aged 18 - 25 years.

You will take part in some study visits on your Travel and Tourism course which will be relevant to your coursework. It would be useful to familiarise yourself in advance by learning more about some of the places you are likely to visit.

Some of these places may include:

- Chester Zoo
- Merseyside Maritime Museum
- Salford Quays
- Manchester Airport
- London

Familiarise yourself with the above destinations and attractions. You should consider factors such as accessibility (how to get there), facilities available to visitors and to which type of visitors the destinations appeal.

Visit the websites of the above organisations/destinations and learn as much as you can about these interesting and exciting places!

## RECOMMENDED READING



## RECOMMENDED WEBSITES



You should try to read as many tour operator's brochures as you can. You can obtain these free of charge from any high street travel agency. E-brochures are also available online from most tour operators e.g. [TUI](#). This will help you learn about different holiday destinations around the world and the many types of accommodation where travelers can stay whilst they are on holiday.

[Chester Zoo](#)

[National Museums Liverpool](#)

[The Quays](#)

[Manchester Airport](#)

[Visit London](#)

[Visit England](#)

[Visit Britain](#)

[Jet2](#)

[TUI](#)

[British Airways](#)

**This research work is really useful to do, as it will help you to explore your options for college study. Please be aware that agreed courses will be finalised at enrolment after students have been awarded their GCSE results.**