

Year 12 summer tasks to lead you into year 13.

These tasks will help you get a head start for your upcoming exam and coursework units in year 13.

Unit 2 — global destinations — is an exam based unit around different tourist destinations around the world, why/ how people visit them and how that impacts the destination.

Unit 9 — visitor attractions — this unit is coursework based and is around visitor attractions, why people visit them and how the attractions adapts to meet different needs.

Task 1 : On the blank map below—mark out the equator, the prime meridian, shade each of the 7 continents and label all 5 oceans .

World map



Task 2 —Find definitions for the following terms:

Latitude:

Longitude:

Climate:

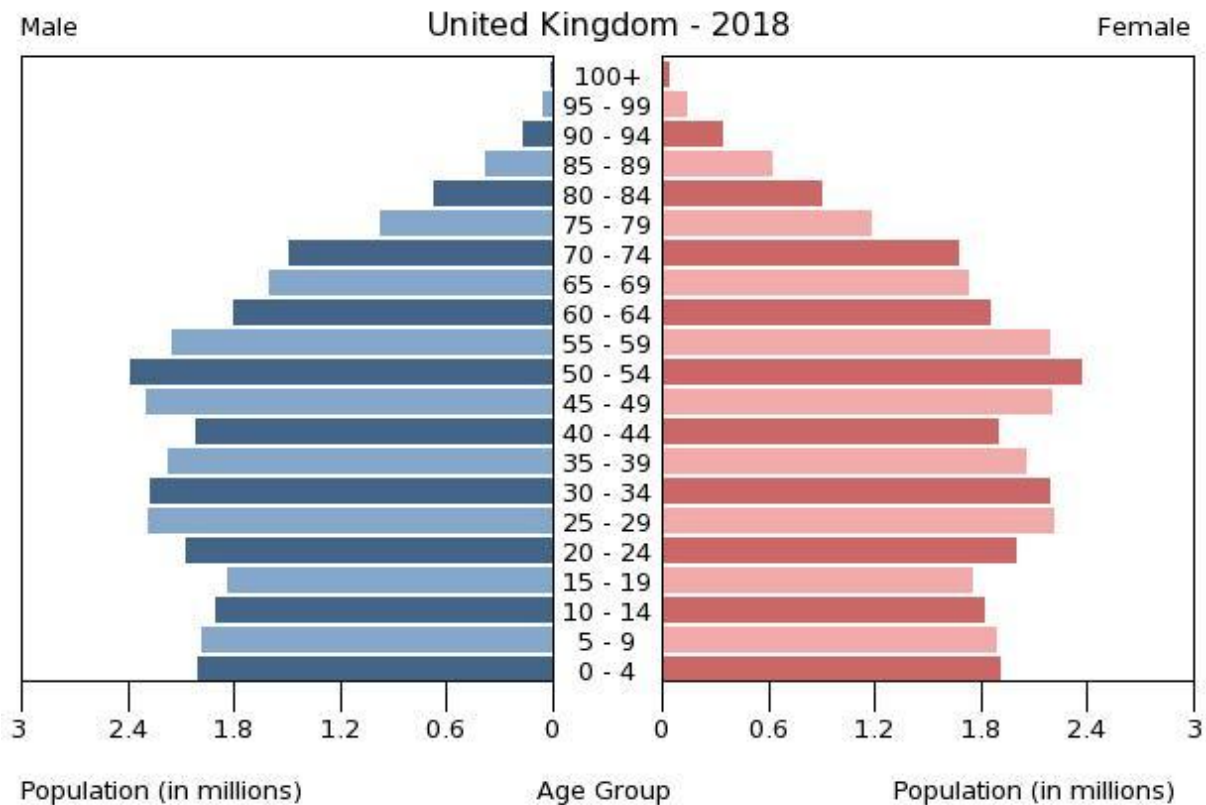
Biome:

Demographic:

Pilgrimage:

Repatriate:

Task 4 : Study the following population pyramid and look at the UK demographics.



Answer the following based on the above graph:

1. What is the largest age group in the UK?

2. How does this age structure affect UK travel choices?

3. What products and services may T&T organisations offer based on this data?

4. If this graph was to get narrower at the bottom—what might be the implications for travel companies?

5. If the graph was to get wider at the bottom— how might companies adapt their products?

Task 5: Pick a popular tourist destination globally and complete the table below by researching your chosen destination.

My chosen destination: _____

Natural attractions/features:

Human attractions/features:

Task 6: What is the difference between a mature and emerging destination in tourism? Find examples of each. Write under the pictures below if you think they are emerging or mature and why.



Task 7: Customer scenario— Imagine you work as a travel agent for “Withers Travel Ltd”. Write an email in response to the following customers query below. Find them a suitable holiday online or in brochures for their needs and preferences. Explain in the email how you have met what they require.

Scenario:

Dear Withers Travel,

Our names are Mr & Mrs Brady. We have recently retired and we are looking to spend our retirement enjoying life a little more! We were looking to start by going on a cruise to a part of the world we have never been before—perhaps the Caribbean or somewhere tropical. We want to go for around 2 weeks and see as much as possible in that time. As we are retired, we would like our trip to be relaxing and if possible, be adults only, I think this is possible with some cruise companies?

Also, we are both in our 60s and may need a little bit of assistance with mobility at times. If my wife gets tired, she sometimes may need the use of a wheelchair . I also am coeliac, so some broader menu choices will need to be available on board. We would like an all-inclusive basis and a balcony cabin on the ship. The ship must have a good range of activities for us to do too. We will also need our flights to the ferry ports (wherever the journey may start) sorted for us, could you please look at these too? We are happy to pay a little extra for business class or a more premium seat if it is a long-haul flight as we would love the extra comfort.

I look forward to hearing your suggestions,

Kind regards,

Dear Mr Brady,

Thank you for your enquiry to Withers travel. Congratulations on your retirement, it's time to start kicking back and making the most out of your free time! I have carefully considered your needs and found the following option for your trip:

I look forward to hearing from you soon,
Kind regards,

Task 8: UK Visitor attractions.

Over the next two pages, you need to create a profile for one UK visitor attraction of your choice. There will be prompts and questions in each box to help you build this.

Chosen attraction—natural/purpose built/heritage? Give basic background—location, when it was opened, who the company are if owned by one etc..

Visitor data—how many annual visitors? Peak season is when? Demographics? Appeals to who most?

Products and services offered by the attraction—give as much detail as possible here, right down to if they provide parking or not!

How have they diversified their products and services so they meet the needs to their main demographic of visitors?

What could they change to meet the needs of a wider range of visitors?

Do they cater for visitors with limited mobility/disabilities/extra needs/dietary requirements/ any other specific requirements? How does this impact their image/business/visitor numbers/income?