

# BTEC Travel & Tourism L3

1. Find out the name of the main organisation which is responsible for marketing the UK to potential visitors. Produce a short overview on what it does.
2. Research and define the following important terms in the context of the UK:
  - Domestic tourism
  - Outbound tourism
  - Inbound tourism

Support these with some statistics over at least three years, as recent as possible.

3. Find out about the potential impact that the Brexit vote *might* have on the short and long-term future of UK tourism. Make good use of online, newspaper and broadcast sources of information. Create a reference list of your sources.

## EXTRA:

- Look out for news articles that might have an impact on tourism, positive or otherwise.
- Watch travel and tourism related TV programmes e.g. Inside Heathrow.
- Gather and bring in any promotional leaflets and brochures on a wide range of tourist attractions and destinations.
- Subscribe to a free online travel and tourism website e.g. Travel Mole for daily news articles and travel and tourism related information.
- Investigate the wider travel and tourism industry beyond the obvious flights and holidays stereotype.

You can email **Mr Martin** if you have any questions regarding the course or these induction tasks:

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For the best chance of a reply, please do this before or after the summer break.