

# Stepping Forward: Travel and Tourism

Long Haul Destinations

**BISHOP BURTON**  
*College*



# Scenario



Welcome to the world of Long-Haul Travel!

Working as a trainee for a long-haul tour operator you have been given an induction task to locate destinations and research different types of holidays in selected destinations to meet different visitor motivations.

# Task 1

In a word document please can you complete the following;

Locate the continents of Asia, North America, South America, Africa and Australasia on a map (you can find blank outline world maps on the internet). For each continent you should then use holiday brochures and atlases to identify and accurately locate on the map five destinations in each continent that attract visitors from the UK (for example, in Asia, you could add Hong Kong as one destination which is a City.)

Each map should have highlighted on it one of each type of destination per continent:

- City
- Coastal/beach
- Natural
- Purpose-built
- Historical/cultural

Each type of destination should be clearly labelled using a key.

# Task 2

Out of all the different destinations you have highlighted, select 5 (you must include one from each category 1x city, 1x beach, 1x natural, 1x purpose-built 1x historical). These can be a mixture from all of the continents.

You should produce a short outline in your word document of the different types of holidays offered by each of the five destinations.

The evidence should include brief details of typical holidays you have found with named tour operators and how they meet particular

visitor motivations covering the different things people can do on that holiday.

Examples of the visitor motivations you could use for your holidays could be;

- Relaxation
- Special occasion e.g. weddings and honeymoons
- Activities e.g. trekking, diving, skiing
- Attractions/entertainment e.g. theme parks, gambling
- Culture and history
- Natural world e.g. safari
- Other e.g. media influences, image, shopping, health tourism, volunteering, education, sport, visiting friends and relatives (VFR)

# Who to send the work to?

## Curriculum Area Manager

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