

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.
For each continent you should use holiday brochures and atlases to identify and accurately locate on each map five destinations that attract visitors from the UK.

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 however.

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?

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