



BTEC Level 3 Travel and Tourism Preliminary Study YEAR 12



Your Task:

To research three businesses from the travel and tourism sector who offer different services or products and complete the following:

You must include (Grade Pass):

- An explanation of the three businesses including what role they play in the travel and tourism industry, where they operate, the ownership of them and their aims.
- An explanation of one major change that has happened during the past 60 years to the industry and one new development.

You should include (Grade Merit):

- An analysis of why each of the businesses have been successful or unsuccessful in the industry.
- An analysis of the impact of the major changes on your three businesses.

You could include (Grade Distinction):

- An evaluation of how your three businesses work together within the sector.
- An evaluation of how the businesses you have researched would have been impacted upon by the change.
- Recommendations as to how your businesses will need to change/adapt to meet the needs of the new development.

Assessment:

You will be required to produce a case study of at least three pages long. Pictures may be included in your work but must be used within the case study.

Useful Textbooks:

- Dale G (2019), *BTEC Nationals Travel and Tourism Student Book*, Pearson, ISBN 97812922187754
- Lonely Planet magazine

Useful Websites:

- <https://qualifications.pearson.com/en/qualifications/btec-nationals/travel-and-tourism-2019.html>
- <https://www.tandtpublishing.co.uk/>