

Travel and Tourism

We are looking forward to meeting you in the new school year and would love for you to come prepared in September with a bit of perspective into the industry and what it is all about.

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| **Task 1**  Around the world, one in every 10 jobs will be in travel and tourism. Most jobs in travel allow you to see the world and discover the destinations and products that your customers will enjoy. But which job might be for you?  Watch the videos below and select a job role that you think might be most suitable to you. Answer the following questions ready for discussion at induction in September.   * Holiday rep: <https://www.youtube.com/watch?v=7tTz_zFljVs> * Cabin crew: <https://www.youtube.com/watch?v=G7NbhcExQYQ> * Hotel receptionist: <https://www.youtube.com/watch?v=EX00A5hdPfI> * Air customer service agent: <https://www.youtube.com/watch?v=-j3LsagI7Ko>  1. What is it about this job role that would suit your personality? 2. What skills would you need to improve to be successful in applying? 3. What do you think some of the benefits of this job role? Is there anything negative about it? |
| **Task 2**  For a number of job roles in the industry such as resort reps and tour guides, you are required to present a welcoming and friendly persona to your customers and it is not unusual for you to create a ‘pen portrait’ to be displayed to tell customers a bit about you.  Create a pen portrait of yourself that could be displayed on a resort welcome board. This should be a written description of you – not your appearance, but things like their character, hobbies/interests, goals and interesting facts etc. It should summarise and illustrate your experience such as ‘I’ve worked for…’ or ‘This is my first season’ or ‘I have travelled to….’. Bring this with you when you start to include in your portfolio.  You may find it useful to familiarise yourself with some of the key resources that we access regularly on the course. Read about some of the amazing places that you might like to visit, some of the organisations that play a key role in the running of tourism in the UK and some ways that challenging situations are being dealt with.  World Travel Guides – [www.worldtravelguide.net](http://www.worldtravelguide.net)  Visit Britain (industry site) – [www.visitbritain.org](http://www.visitbritain.org)  UK Foreign and Commonwealth Office – [www.gov.uk/foreign-travel-advice](http://www.gov.uk/foreign-travel-advice) |

