



### **Level 3 Tourism**

#### **Research and Reference Resources – Unit 2**

These resources can be used in addition to the teachers' guide produced by the WJEC.

The table below contains links to a range of sources of information which may be relevant in the delivery of each of the ACs for Unit 2.

In general, the information relates to data and reports published freely on the internet.

Some of the sources may be somewhat detailed and technical but relevant sections might be used as a teaching resource.

Some ACs are better covered than others, and it is sometimes the case that the information contained in the resource may have relevance for more than one AC.

The materials were all identified with 'live' links in November 2018 when the table was compiled. The WJEC has no control over when the materials might be removed.

<p><b>AC 1.1</b> Explain the range of factors that can motivate tourist types to travel to worldwide destinations</p>	<p>Four key motivating factors which incorporate others from the specification. <a href="http://www.shareyouessays.com/knowledge/important-factors-that-motivate-people-to-travel/111143">http://www.shareyouessays.com/knowledge/important-factors-that-motivate-people-to-travel/111143</a></p> <p>A very detailed resource highlighting 14 motivating factors. <a href="http://www.shareyouessays.com/knowledge/14-reasons-that-motivates-people-to-travel-around-the-world/93568">http://www.shareyouessays.com/knowledge/14-reasons-that-motivates-people-to-travel-around-the-world/93568</a></p> <p>A one page article on motivating factors. Easy to follow. Students could read the article and identify the motivating factors within. <a href="http://www.travelinsurancereview.net/2010/02/17/what-motivates-people-to-travel/">http://www.travelinsurancereview.net/2010/02/17/what-motivates-people-to-travel/</a></p> <p>Online newspaper article which makes good use of images. <a href="https://www.dailymail.co.uk/travel/travel_news/article-2792735/tripadvisor-study-examines-motivates-people-travel.html">https://www.dailymail.co.uk/travel/travel_news/article-2792735/tripadvisor-study-examines-motivates-people-travel.html</a></p> <p>A clear article with 10 reasons. Good use of photos to support the article. <a href="https://blog.virtuoso.com/tips-and-trends/10-powerful-reasons-why-people-love-to-travel/">https://blog.virtuoso.com/tips-and-trends/10-powerful-reasons-why-people-love-to-travel/</a></p> <p>A straightforward article covering 8 reasons. <a href="https://nomadsworld.com/why-people-travel/">https://nomadsworld.com/why-people-travel/</a></p> <p>There are a number of YouTube videos which highlight why people travel – largely exemplified by young travellers aged 18 to 25. <a href="https://www.youtube.com/watch?v=zT9qG3Ca984">https://www.youtube.com/watch?v=zT9qG3Ca984</a> <a href="https://www.youtube.com/watch?v=MyqhDKNig88">https://www.youtube.com/watch?v=MyqhDKNig88</a> <a href="https://www.youtube.com/watch?v=Oi5a_6BiHwA">https://www.youtube.com/watch?v=Oi5a_6BiHwA</a> <a href="https://www.youtube.com/watch?v=-Z-fa_GCPY">https://www.youtube.com/watch?v=-Z-fa_GCPY</a></p>
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<p><b>AC 1.2</b> Explain motivations of tourists to choose different types of holiday</p>	<p>A mind map showing a wide range of holiday types. <a href="https://getrevising.co.uk/diagrams/different-types-of-holidays">https://getrevising.co.uk/diagrams/different-types-of-holidays</a></p> <p>A useful PowerPoint which could be used as a starter – covers some the examples from the specification. <a href="https://www.slideserve.com/jaegar/types-of-holiday">https://www.slideserve.com/jaegar/types-of-holiday</a></p> <p>Different family type holidays. <a href="https://www.telegraph.co.uk/travel/family-holidays/best-holidays-for-families-with-teenagers/">https://www.telegraph.co.uk/travel/family-holidays/best-holidays-for-families-with-teenagers/</a></p> <p>More than 30 different types of holiday offered by Virgin Holidays – including a wide range of short haul and long haul destinations. Also a range of special interest holidays. <a href="https://www.virginholidays.co.uk/holiday-types">https://www.virginholidays.co.uk/holiday-types</a></p> <p>A wide range of holiday types offered by Kuoni. This includes short and long haul destinations. <a href="https://www.kuoni.co.uk/holiday-types">https://www.kuoni.co.uk/holiday-types</a></p> <p>Some alternative holiday types. <a href="https://www.responsibletravel.com/types/">https://www.responsibletravel.com/types/</a></p> <p>5 holiday types, including backpacking. <a href="http://blog.milingual.com/different-types-of-holidays/">http://blog.milingual.com/different-types-of-holidays/</a></p> <p>A wide range of holiday types for the disabled. <a href="https://www.disabledholidays.com/about/holiday-types.html">https://www.disabledholidays.com/about/holiday-types.html</a></p> <p>A SlideShare which includes different holiday types and short tasks. <a href="https://www.slideshare.net/hfonfe/yr11-tourismlesson-2types-of-tourismrev">https://www.slideshare.net/hfonfe/yr11-tourismlesson-2types-of-tourismrev</a></p>
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There are numerous YouTube videos which can be informative and entertaining. Many are fairly basic.

<https://www.youtube.com/watch?v=wCSApEityO0>

<https://www.youtube.com/watch?v=48kDQ5-9YL8>

Motorhome holidays in the USA and Canada.

<https://www.completenorthamerica.com/holiday-types/motorhome/>

Gap year tours and backpacking holidays

<https://www.gapyear.com/tours>

<https://www.contiki.com/uk/en/collections/backpacking>

<p><b>AC 2.1</b> Explain the appeal of long haul tourism destinations</p>	<p><u>Boston</u>  <a href="https://www.boston.gov/visiting-boston">https://www.boston.gov/visiting-boston</a>  Boston's tourism guide giving lots of important and useful information to visitors</p> <p><a href="https://www.bostonusa.com/things-to-do/">https://www.bostonusa.com/things-to-do/</a>  An overview of what tourists can do when visiting Boston</p> <p><a href="https://www.lonelyplanet.com/usa/boston">https://www.lonelyplanet.com/usa/boston</a>  Lonely Planet's guide to Boston</p> <p><a href="https://uk.search.yahoo.com/yhs/search?hspart=comodo&amp;hsimp=yhs-com_chrome&amp;type=33010001006_ds_sp&amp;p=boston+tourism">https://uk.search.yahoo.com/yhs/search?hspart=comodo&amp;hsimp=yhs-com_chrome&amp;type=33010001006_ds_sp&amp;p=boston+tourism</a>  This website offers lots of ideas as to what to do when visiting Boston</p> <p><a href="https://www.viator.com/Boston/d678-ttd">https://www.viator.com/Boston/d678-ttd</a>  Interesting tours to help tourists choose their own activities.</p> <p><a href="https://www.planetware.com/tourist-attractions-/boston-us-ma-boston.htm">https://www.planetware.com/tourist-attractions-/boston-us-ma-boston.htm</a>  18 of Boston's loved and admired tourist attractions can be researched here.</p> <p><u>Washington DC</u>  <a href="https://washington.org/">https://washington.org/</a>  Washington DC's official tourism website offering a wealth of information for tourists.</p> <p><a href="https://www.tripadvisor.co.uk/Attractions-g28970-Activities-Washington_DC_District_of_Columbia.html">https://www.tripadvisor.co.uk/Attractions-g28970-Activities-Washington_DC_District_of_Columbia.html</a>  TripAdvisor's review of various Washington DC's attractions.</p> <p><a href="https://www.lonelyplanet.com/usa/washington-dc">https://www.lonelyplanet.com/usa/washington-dc</a>  Lonely planet's guide to Washington DC.</p>
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<https://uk.video.search.yahoo.com/search/video?fr=fpc-comodo-s&p=youtube+washington+DC+Tourism#id=4&vid=5879e712b138f34509a086c1eb95f1cf&action=click>  
You tube clips of Washington DC

Los Angeles

<https://www.discoverlosangeles.com/>

LA's official tourism site, giving ideas on what to do, how to explore and where to stay.

<https://www.latourist.com/>

Lots of interesting facts and ideas for tourists travelling to LA

[https://www.tripadvisor.co.uk/Attractions-g32655-Activities-Los\\_Angeles\\_California.html](https://www.tripadvisor.co.uk/Attractions-g32655-Activities-Los_Angeles_California.html)

TripAdvisor's guide to the best attractions in LA

<https://www.latourist.com/index.php?page=tourist-attractions>

A website offering guidance to the first time visitor to LA

[https://r.search.yahoo.com/\\_ylt=AwrlAX9r8etb\\_84Awb13Bwx.;\\_ylu=X3oDMTByaW11dnNvBGNvbG8DaXlyBHBvcwMxBHZ0aWQDBHNIYwNzcg--/RV=2/RE=1542218219/RO=10/RU=https%3a%2f%2fwww.youtube.com%2flosangeles/RK=2/RS=iOy8rUtDBbjeOcuA4LWOolt.J2c-](https://r.search.yahoo.com/_ylt=AwrlAX9r8etb_84Awb13Bwx.;_ylu=X3oDMTByaW11dnNvBGNvbG8DaXlyBHBvcwMxBHZ0aWQDBHNIYwNzcg--/RV=2/RE=1542218219/RO=10/RU=https%3a%2f%2fwww.youtube.com%2flosangeles/RK=2/RS=iOy8rUtDBbjeOcuA4LWOolt.J2c-)

[https://r.search.yahoo.com/\\_ylt=AwrlAX9r8etb\\_84Aw713Bwx.;\\_ylu=X3oDMTByMWk2OWNtBGNvbG8DaXlyBHBvcwMyBHZ0aWQDBHNIYwNzcg--/RV=2/RE=1542218219/RO=10/RU=https%3a%2f%2fwww.youtube.com%2fwatch%3fv%3dSgbf0GjwNk/RK=2/RS=P9LtlYt8rQwMXDubH2bEFQa\\_7WA-](https://r.search.yahoo.com/_ylt=AwrlAX9r8etb_84Aw713Bwx.;_ylu=X3oDMTByMWk2OWNtBGNvbG8DaXlyBHBvcwMyBHZ0aWQDBHNIYwNzcg--/RV=2/RE=1542218219/RO=10/RU=https%3a%2f%2fwww.youtube.com%2fwatch%3fv%3dSgbf0GjwNk/RK=2/RS=P9LtlYt8rQwMXDubH2bEFQa_7WA-)

[https://r.search.yahoo.com/\\_ylt=AwrlAX9r8etb\\_84Axb13Bwx.;\\_ylu=X3oDMTByMnE1MzMwBGNvbG8DaXlyBHBvcwMzBHZ0aWQDBHNIYwNzcg--/RV=2/RE=1542218219/RO=10/RU=https%3a%2f%2fwww.youtube.com%2fwatch%3fv%3dODD0WEUw7n0/RK=2/RS=y9jSXAs0rjjq4Dn.sUyh6SC9GXA-](https://r.search.yahoo.com/_ylt=AwrlAX9r8etb_84Axb13Bwx.;_ylu=X3oDMTByMnE1MzMwBGNvbG8DaXlyBHBvcwMzBHZ0aWQDBHNIYwNzcg--/RV=2/RE=1542218219/RO=10/RU=https%3a%2f%2fwww.youtube.com%2fwatch%3fv%3dODD0WEUw7n0/RK=2/RS=y9jSXAs0rjjq4Dn.sUyh6SC9GXA-)

Short YouTube videos of LA tourism

Las Vegas & The Grand Canyon

[https://www.tripadvisor.co.uk/Attractions-g45963-Activities-Las\\_Vegas\\_Nevada.html](https://www.tripadvisor.co.uk/Attractions-g45963-Activities-Las_Vegas_Nevada.html)

TripAdvisor's plethora of information on Las Vegas and the Grand Canyon

<https://www.grandcanyontourcompany.com/>

Great tours to different sections of the Grand Canyon.

<https://www.viator.com/Las-Vegas-attractions/Grand-Canyon-Skywalk/d684-a10>

The Grand Canyon skywalk tours to the West Rim

<https://www.youtube.com/watch?v=xLqPKHK3uWI>

you tube video of a trip from LA to Vegas and the Grand Canyon.

Singapore

<https://www.visitsingapore.com/en/>

The official Singapore tourism website.

<https://www.lonelyplanet.com/singapore>

Lonely Planet's guide to Singapore and what it has to offer.

<https://www.stb.gov.sg/>

Singapore's government tourism site proudly offering plenty of facts and information.

<https://www.youtube.com/user/YourSingapore>

YouTube video of Singapore tourism

[https://www.youtube.com/watch?v=hZcSDTusj\\_w](https://www.youtube.com/watch?v=hZcSDTusj_w)

A lively YouTube video of Singapore's tourism

Dubai

<https://www.visitdubai.com/en>

Dubai's official tourism site, offering plenty of information to the visitor.

[https://www.tripadvisor.co.uk/Tourism-g295424-Dubai Emirate of Dubai-Vacations.html](https://www.tripadvisor.co.uk/Tourism-g295424-Dubai_Emirate_of_Dubai-Vacations.html)

TripAdvisor's guide and review of Dubai

<https://www.dubaitraveltourism.com/>

A website offering a variety of things to do and see in Dubai

[https://r.search.yahoo.com/\\_ylt=AwrJS9aR..tbA1cAtioM34IQ;\\_ylu=X3oDMTByaW11dnNvBGNvbG8DaXIyBHBvcwMxBHZ0aWQDBHNIYwNzcg--/RV=2/RE=1542220817/RO=10/RU=https%3a%2f%2fwww.youtube.com%2fvisitdubai/RK=2/RS=42kNQRhAkZ4Fe\\_qTviUubEVLwAY-](https://r.search.yahoo.com/_ylt=AwrJS9aR..tbA1cAtioM34IQ;_ylu=X3oDMTByaW11dnNvBGNvbG8DaXIyBHBvcwMxBHZ0aWQDBHNIYwNzcg--/RV=2/RE=1542220817/RO=10/RU=https%3a%2f%2fwww.youtube.com%2fvisitdubai/RK=2/RS=42kNQRhAkZ4Fe_qTviUubEVLwAY-)

Visit Dubai – A YouTube video for tourists visiting Dubai

[https://r.search.yahoo.com/\\_ylt=AwrJS9aR..tbA1cAwCoM34IQ;\\_ylu=X3oDMTByMnE1MzMwBGNvbG8DaXIyBHBvcwMzBHZ0aWQDBHNIYwNzcg--/RV=2/RE=1542220817/RO=10/RU=https%3a%2f%2fwww.youtube.com%2fwatch%3fv%3dZCiepTHwojQ/RK=2/RS=3jYvPwQ3nah1T4IDj.U9meZyPjY-](https://r.search.yahoo.com/_ylt=AwrJS9aR..tbA1cAwCoM34IQ;_ylu=X3oDMTByMnE1MzMwBGNvbG8DaXIyBHBvcwMzBHZ0aWQDBHNIYwNzcg--/RV=2/RE=1542220817/RO=10/RU=https%3a%2f%2fwww.youtube.com%2fwatch%3fv%3dZCiepTHwojQ/RK=2/RS=3jYvPwQ3nah1T4IDj.U9meZyPjY-)

A YouTube video introducing Dubai and its attractions etc

Melbourne

<https://www.visitmelbourne.com/>

Melbourne's official tourism website offering lots of information on what to see , what to do , where to stay.

[https://www.tripadvisor.co.uk/Attractions-g255100-Activities-Melbourne Victoria.html](https://www.tripadvisor.co.uk/Attractions-g255100-Activities-Melbourne_Victoria.html)

TripAdvisor's review of Melbourne's top attractions.



<https://www.australia.com/en/places/melbourne-and-surrounds/guide-to-melbourne.html>

Things to do and see in Melbourne.

<https://www.youtube.com/user/visitvictoria>

Short introductory video to Melbourne.

<https://www.youtube.com/watch?v=fFT392xxBs8>

A YouTube video of Melbourne

<https://www.youtube.com/watch?v=PASvIRVDFYk>

YouTube – introducing Melbourne, Australia’s second city.

### Beijing

<https://www.tripadvisor.co.uk/Tourism-g294212-Beijing-Vacations.html>

TripAdvisor’s reviews and information on Beijing - attractions, what to see and do, where to stay and much more.

<http://beijingpage.com/tourism/>

General information that would be very useful for tourists visiting Beijing.

<https://www.lonelyplanet.com/china/beijing>

Lonely planet’s guide to Beijing.

[https://www.youtube.com/watch?v=EHCab5\\_BArI](https://www.youtube.com/watch?v=EHCab5_BArI)

YouTube video introducing Beijing

<https://www.youtube.com/watch?v=RTbFz7zTWFA>

A fun overview of Beijing’s tourist attractions.

<p><b>AC 2.2</b> Evaluate transport options for tourists within long haul destinations</p>	<p><u>Boston</u>  <a href="https://www.bostonusa.com/plan-your-trip/getting-around/">https://www.bostonusa.com/plan-your-trip/getting-around/</a>          Getting around Boston –information on various transport methods available to tourists.</p> <p><a href="https://www.tripadvisor.com/Travel-g60745-s303/Boston:Massachusetts:Public.Transportation.html">https://www.tripadvisor.com/Travel-g60745-s303/Boston:Massachusetts:Public.Transportation.html</a>          Tripadvisor review of Boston’s transport options.</p> <p><u>Washington DC</u>  <a href="https://washington.org/dc-guide-to/getting-around-washington-dc">https://washington.org/dc-guide-to/getting-around-washington-dc</a>          Getting around Washington DC using a range of transport options.</p> <p><a href="https://www.tripadvisor.co.uk/Attractions-g28970-Activities-c59-Washington%20DC%20District%20of%20Columbia.html">https://www.tripadvisor.co.uk/Attractions-g28970-Activities-c59-Washington DC District of Columbia.html</a>          Tripadvisor review of Washington DC’s transport options.</p> <p><u>Los Angeles</u>  <a href="https://www.latourist.com/index.php?page=los-angeles-transportation">https://www.latourist.com/index.php?page=los-angeles-transportation</a>          An informative guide to travelling around LA by different methods of transportation</p> <p><a href="https://www.lonelyplanet.com/usa/los-angeles/transport/getting-around/public-transport">https://www.lonelyplanet.com/usa/los-angeles/transport/getting-around/public-transport</a>          Lonely Planet Guide to getting around LA</p> <p><u>Las Vegas &amp; The Grand Canyon</u>  <a href="https://www.visitlasvegas.com/experience/post/getting-around-vegas/">https://www.visitlasvegas.com/experience/post/getting-around-vegas/</a>          Information as to the different methods of transportation around Las Vegas</p> <p><a href="https://www.vegas.com/traveltips/top-transportation-tips/">https://www.vegas.com/traveltips/top-transportation-tips/</a>          Transportation tips to help navigate Las Vegas</p> <p><a href="https://thingstodoinlasvegas.com/transportation/">https://thingstodoinlasvegas.com/transportation/</a></p>
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transport options for getting around Las Vegas

[https://r.search.yahoo.com/\\_ylt=AwriAX\\_IIOxbDc8Arol3Bwx.;\\_ylu=X3oDMTByaW11dnNvBGNvbG8DaXIyBHBvcwMxBHZ0aWQDBHNIYwNzcg--/RV=2/RE=1542230374/RO=10/RU=https%3a%2f%2fwww.mygrandcanyonpark.com%2fpark%2fgetting-around-grand-canyon/RK=2/RS=k2kzubvwdpDi11KSi16a711JqpY-](https://r.search.yahoo.com/_ylt=AwriAX_IIOxbDc8Arol3Bwx.;_ylu=X3oDMTByaW11dnNvBGNvbG8DaXIyBHBvcwMxBHZ0aWQDBHNIYwNzcg--/RV=2/RE=1542230374/RO=10/RU=https%3a%2f%2fwww.mygrandcanyonpark.com%2fpark%2fgetting-around-grand-canyon/RK=2/RS=k2kzubvwdpDi11KSi16a711JqpY-)

Getting from the North to the South Rim of the Grand Canyon.

<https://grandcanyonguru.com/grand-canyon-services/transportation>

Getting to the Grand Canyon

<http://www.travelguideline.net/visiting-the-grand-canyon-from-las-vegas-the-options.html>

Options of getting to the Grand Canyon from Las Vegas

#### Singapore

<https://www.lonelyplanet.com/singapore/transport/getting-around/local-transport>

Local transportation for Singapore by Lonely Planet.

<https://www.worldtravelguide.net/guides/asia/singapore/getting-around/>

transportation guide by World Travel Guide

#### Dubai

<https://www.visitdubai.com/en/travel-planning/getting-around-dubai>

Travelling around Dubai using a variety of transportation.

<https://www.tripadvisor.co.uk/Travel-g295424-s302/Dubai:United-Arab-Emirates:Getting.Around.html>

TripAdvisor review of transport around Dubai

Melbourne

<https://www.visitvictoria.com/Regions/Melbourne/Travel-information/Getting-around>

Getting around Melbourne using a variety of methods

<https://www.tripadvisor.co.uk/Travel-g255100-s302/Melbourne:Australia:Getting.Around.html>

TripAdvisor guide to getting around Melbourne

Beijing

<https://www.lonelyplanet.com/china/beijing/transport/getting-around/local-transport>

Lonely planet guide to Beijing.

<https://www.chinaodysseytours.com/beijing/beijing-transportation.html>

general information on getting around Beijing

<p><b>AC 2.3</b> Describe transport methods to short haul destinations</p>	<p>References to the different ways of getting to short haul destinations already featured by <i>Away You Go</i> tours from the UK.</p> <p><u>Paris</u></p> <p><a href="https://www.eurostar.com/uk-en/train/france/paris">https://www.eurostar.com/uk-en/train/france/paris</a></p> <p><a href="https://www.tripsavvy.com/uk-from-paris-and-northern-france-1661881">https://www.tripsavvy.com/uk-from-paris-and-northern-france-1661881</a></p> <p><a href="https://www.telegraph.co.uk/travel/destinations/europe/france/paris/articles/The-cheapest-way-from-London-to-Paris">https://www.telegraph.co.uk/travel/destinations/europe/france/paris/articles/The-cheapest-way-from-London-to-Paris</a></p> <p><a href="https://www.eurocheapo.com/blog/affordable-travel-from-london-to-paris.html">https://www.eurocheapo.com/blog/affordable-travel-from-london-to-paris.html</a></p> <p><u>Rome</u></p> <p><a href="https://www.telegraph.co.uk/travel/destinations/europe/italy/rome/articles/rome-getting-there">https://www.telegraph.co.uk/travel/destinations/europe/italy/rome/articles/rome-getting-there</a></p> <p><a href="https://loco2.com/en/destinations/london-rome-train">https://loco2.com/en/destinations/london-rome-train</a></p> <p><a href="https://www.goeuro.co.uk/travel/london/rome">https://www.goeuro.co.uk/travel/london/rome</a></p> <p><a href="https://www.skyscanner.net/flights-to/rome/cheap-flights-to-rome.html">https://www.skyscanner.net/flights-to/rome/cheap-flights-to-rome.html</a></p> <p><u>Berlin</u></p> <p><a href="https://www.thetrainline.com/en/train-times/london-to-berlin">https://www.thetrainline.com/en/train-times/london-to-berlin</a></p> <p><a href="https://www.kayak.co.uk/flight-routes/United-Kingdom-GB0/Berlin-BER">https://www.kayak.co.uk/flight-routes/United-Kingdom-GB0/Berlin-BER</a></p>
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<https://www.telegraph.co.uk/travel/destinations/europe/germany/berlin/articles/berlin-getting-there>

[https://www.viamichelin.co.uk/web/Routes/Route-London- -Greater London-United Kingdom-to-Berlin- -Berlin-Germany](https://www.viamichelin.co.uk/web/Routes/Route-London--Greater-London-United-Kingdom-to-Berlin--Berlin-Germany)

### Crete

<https://www.telegraph.co.uk/travel/destinations/europe/greece/crete/articles/crete-getting-there>

<https://www.rome2rio.com/s/London/Crete-Greece>

<http://www.easyjet.com/en/cheap-flights/greece/crete-kania>

### Cyprus

<https://www.cheapflights.co.uk/flights/Cyprus>

<https://www.gov.uk/foreign-travel-advice/cyprus/entry-requirements>

<https://www.telegraph.co.uk/travel/destinations/europe/cyprus/articles0/How-do-I-get-to-Cyprus-without-flying>

### Malta

<https://www.telegraph.co.uk/travel/destinations/europe/malta/articles/malta-getting-there>

<https://www.directferries.co.uk/malta.htm>

<https://www.airmalta.com/destinations/air-malta-destinations/uk>

<https://www.rome2rio.com/s/London/Malta?source=adwords&gclid=CjwKCAiArK fBRABEiwA0gOOc4x1z15 TKeS4b wJpthOnfk2tiRL2i92BUKpffb2fk-1kZwwduXrCxoCX1gQAvD BwE>

### Corsica

<http://www.easyjet.com/en/cheap-flights/france/corsica-ajaccio>

<https://www.directferries.co.uk/corsica.htm>

<http://corsica.forhikers.com/getting-to-corsica>

<p><b>AC 2.4</b> Explain changes to the accessibility of short haul destinations</p>	<p>Various articles/references relating to changes in accessibility within short haul destinations.</p> <p><a href="https://www.theguardian.com/cities/2016/feb/12/paris-23-billion-euros-grand-express-metro-expansion-unify-city">https://www.theguardian.com/cities/2016/feb/12/paris-23-billion-euros-grand-express-metro-expansion-unify-city</a> A case study of the 23 billion Euros Paris metro expansion</p> <p><a href="https://www.railway-technology.com/projects/region/europe/">https://www.railway-technology.com/projects/region/europe/</a> An overview of developments in rail technology</p> <p><a href="https://www.telegraph.co.uk/finance/newsbysector/transport/11059009/From-budget-to-business-how-the-low-cost-airlines-are-winning-us-over.html">https://www.telegraph.co.uk/finance/newsbysector/transport/11059009/From-budget-to-business-how-the-low-cost-airlines-are-winning-us-over.html</a> Investigating how the cost of flights to European cities have become more accessible.</p> <p><a href="https://www.telegraph.co.uk/finance/newsbysector/transport/11059009/From-budget-to-business-how-the-low-cost-airlines-are-winning-us-over.html">https://www.telegraph.co.uk/finance/newsbysector/transport/11059009/From-budget-to-business-how-the-low-cost-airlines-are-winning-us-over.html</a> Do cheap ferry crossings make European cities more accessible to tourists?</p> <p><a href="https://www.tui.in/destinations/berlin">https://www.tui.in/destinations/berlin</a> TUI Berlin</p> <p>The new Berlin airport. <a href="https://www.ft.com/content/b90c2a0c-e1b6-11e7-a8a4-0a1e63a52f9c">https://www.ft.com/content/b90c2a0c-e1b6-11e7-a8a4-0a1e63a52f9c</a></p> <p>New bridge in Norway. <a href="http://www.xinhuanet.com/english/2017-10/13/c_136677859.htm">http://www.xinhuanet.com/english/2017-10/13/c_136677859.htm</a></p> <p>Madrid - Barcelona rail link. Quicker than a plane. <a href="https://www.theguardian.com/world/2008/feb/02/spain.railtravel">https://www.theguardian.com/world/2008/feb/02/spain.railtravel</a></p>
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New high-speed rail link between Verona and Brescia.

<https://www.railwaypro.com/wp/italy-builds-high-speed-railway-brescia-verona/>

New terminal at Rome's Leonardo da Vinci–Fiumicino Airport.

<https://stories.forbestravelguide.com/your-first-look-around-romes-stylish-new-airport-terminal>

New runway and terminal at Florence airport.

<http://www.aeroporto.firenze.it/en/the-passengers/news/1129-florence-airport-to-build-a-second-runway-and-a-new-terminal.html>

New bridge over the R. Danube in Budapest

<https://dailynewshungary.com/the-new-danube-bridge-is-unveiled-here-is-how-it-will-look-like/>

Europe's longest bridge near Lisbon.

<https://www.worldatlas.com/articles/longest-bridges-in-europe.html>

new motorway to connect Dublin and Derry.

<https://www.thejournal.ie/road-to-derry-a5-3780994-Jan2018/>

Santorin limiting access

<https://www.news.com.au/travel/world-travel/europe/santorinis-tourism-numbers-are-growing-but-is-that-actually-a-good-thing/news-story/058a52d0a38409f370af652ed37150b9>

Venice limiting access

<https://www.thesun.co.uk/travel/6182298/capri-italy-tourist-crackdown-holidays-visitors-tourism-barriers-venice>

<p><b>AC 2.5</b> Analyse climate data for short and long haul tourism destinations</p>	<p>Climate data for selected destinations.</p> <p><u>Short haul</u></p> <p>Costa del Sol - The graphs show the average temperatures, rainfall, sun hours and sea temperature. <a href="https://www.holiday-weather.com/costa_del_sol/averages/">https://www.holiday-weather.com/costa_del_sol/averages/</a></p> <p>Rome – The graphs show the average temperature, precipitation / rainfall. <a href="https://en.climate-data.org/europe/italy/lazio/rome-1185/">https://en.climate-data.org/europe/italy/lazio/rome-1185/</a></p> <p>Gdansk - The graphs show the average temperatures, rainfall, sun hours, snowfall and sea temperature. <a href="https://www.holiday-weather.com/gdansk/averages/">https://www.holiday-weather.com/gdansk/averages/</a> <a href="https://www.worldweatheronline.com/gdansk-weather-averages/pl.aspx">https://www.worldweatheronline.com/gdansk-weather-averages/pl.aspx</a></p> <p>The best time of year to visit Berlin. <a href="https://travel.usnews.com/Berlin_Germany/When_To_Visit/">https://travel.usnews.com/Berlin_Germany/When_To_Visit/</a> <a href="https://www.treksplorer.com/best-time-to-visit-berlin-germany-weather/">https://www.treksplorer.com/best-time-to-visit-berlin-germany-weather/</a></p> <p>Audley Travel – The best time to visit Russia - very good information for tourists – month by month description. <a href="https://www.audleytravel.com/russia/best-time-to-visit">https://www.audleytravel.com/russia/best-time-to-visit</a></p> <p>When to visit the Greek Islands. <a href="https://www.frommers.com/destinations/greece/when-to-go">https://www.frommers.com/destinations/greece/when-to-go</a></p> <p><u>Long haul</u></p> <p>Washington DC - The graphs show the average temperatures, rainfall, sun hours, snowfall. <a href="https://www.holiday-weather.com/washington_dc/averages/">https://www.holiday-weather.com/washington_dc/averages/</a></p>
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Snow in Washington DC.

[https://www.washingtonpost.com/news/capital-weather-gang/wp/2016/01/12/everything-you-need-to-know-about-snow-in-washington-d-c/?noredirect=on&utm\\_term=.8a1327190812](https://www.washingtonpost.com/news/capital-weather-gang/wp/2016/01/12/everything-you-need-to-know-about-snow-in-washington-d-c/?noredirect=on&utm_term=.8a1327190812)

Tokyo – graphs showing average temperature, rainfall / snow, sun hours, humidity and wind speed.

<https://weather-and-climate.com/average-monthly-Rainfall-Temperature-Sunshine,Tokyo,Japan>

Audley Travel – The best time to visit Vietnam - very good information for tourists – month by month description.

[https://www.audleytravel.com/vietnam/best-time-to-visit#tab\\_panel-jan](https://www.audleytravel.com/vietnam/best-time-to-visit#tab_panel-jan)

<p><b>AC 3.1</b> Plan marketing campaigns for tourism destinations</p>	<p>There is a range of examples of tourism marketing plans and campaigns which might be appropriate.</p> <p>Very often justifications are contained within the plans/strategies, so these two ACs have been merged.</p> <p>Straightforward examples of marketing plans/strategies</p> <p><a href="http://www.slideshare.net/david20/yukon-marketing-plan-20152016">www.slideshare.net/david20/yukon-marketing-plan-20152016</a></p> <p><a href="https://www.ghanahero.com/Ghana_Hero_Docs/Tourism_Ghana/Ghana_National_Tourism_Marketing_Strategy-MAPS.pdf">https://www.ghanahero.com/Ghana Hero Docs/Tourism Ghana/Ghana National Tourism Marketing Strategy-MAPS.pdf</a></p> <p><a href="https://www.bournemouth.co.uk/dbimsgs/Tourism%20Marketing%20Plan.pdf">https://www.bournemouth.co.uk/dbimsgs/Tourism%20Marketing%20Plan.pdf</a></p> <p><a href="http://www.lanarkcounty.ca/AssetFactory.aspx?did=7549">http://www.lanarkcounty.ca/AssetFactory.aspx?did=7549</a></p> <p><a href="https://www.visitbritain.org/introducing-great-tourism-campaign">https://www.visitbritain.org/introducing-great-tourism-campaign</a></p> <p>There are consultancy services which offer to develop tourism marketing plans for destinations, such as:</p> <p><a href="https://uhurunetwork.com/tourism-marketing">https://uhurunetwork.com/tourism-marketing</a></p> <p><a href="https://fliphtml5.com/learning-center/8-effective-promotion-ideas-for-tourism-marketing">https://fliphtml5.com/learning-center/8-effective-promotion-ideas-for-tourism-marketing</a></p> <p><a href="https://econsultancy.com/examples-travel-marketing-campaigns">https://econsultancy.com/examples-travel-marketing-campaigns</a></p> <p><a href="https://www.wordstream.com/blog/ws/2017/04/19/travel-marketing-tips">https://www.wordstream.com/blog/ws/2017/04/19/travel-marketing-tips</a></p> <p><a href="https://adparlor.com/blog/four-travel-inspired-campaign-ideas">https://adparlor.com/blog/four-travel-inspired-campaign-ideas</a></p>
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More generic information can be found at:

[https://www.google.co.uk/search?q=tourism+promotion+ideas+templates&rlz=1C1PQCZ\\_enGB714GB714&tbm=isch&tbo=u&source=univ&sa=X&ved=2ahUKewjz9uai0dPeAhWKAsAKHa5JCAUQsAR6BAgCEAE&biw=1242&bih=569](https://www.google.co.uk/search?q=tourism+promotion+ideas+templates&rlz=1C1PQCZ_enGB714GB714&tbm=isch&tbo=u&source=univ&sa=X&ved=2ahUKewjz9uai0dPeAhWKAsAKHa5JCAUQsAR6BAgCEAE&biw=1242&bih=569)

<https://www.wikihow.com/Promote-Tourism>

<https://www.slideshare.net/JHBlue/tourism-promotion-28432196>

<http://www.failteireland.ie/Archive-Old-Pages/Develop-Your-Business-oldversion/Work-With-Local-Partners/Step-2-Understand-your-destination-and-your-visito.aspx>

Several clips relating to tourism marketing can be found on You Tube

[https://www.google.co.uk/search?q=You+Tube+-+effective+promotion+ideas+for+Tourism+marketing&rlz=1C1PQCZ\\_enGB714GB714&oq=You+Tube+-+effective+promotion+ideas+for+Tourism+marketing&aqs=chrome..69i57j69i64.27993j1j8&sourceid=chrome&ie=UTF-8](https://www.google.co.uk/search?q=You+Tube+-+effective+promotion+ideas+for+Tourism+marketing&rlz=1C1PQCZ_enGB714GB714&oq=You+Tube+-+effective+promotion+ideas+for+Tourism+marketing&aqs=chrome..69i57j69i64.27993j1j8&sourceid=chrome&ie=UTF-8)

<p><b>AC 3.2</b> Assess materials for use in marketing campaigns for tourism destinations</p>	<p>Examples of materials from destinations which are already featured by Away You Go Travel and therefore cannot be used in controlled assessment might be of some use. Websites of the relevant tourist offices are listed below.</p> <p>Boston - <a href="https://www.boston.gov/visiting-boston">https://www.boston.gov/visiting-boston</a></p> <p>Washington DC - <a href="https://washington.org">https://washington.org</a></p> <p>Las Vegas - <a href="http://www.lasvegastourism.com">http://www.lasvegastourism.com</a></p> <p>Florida/Orlando - <a href="https://www.visitorlando.com/EN-GL/UK">https://www.visitorlando.com/EN-GL/UK</a></p> <p>Singapore – <a href="https://www.visitsingapore.com">https://www.visitsingapore.com</a></p> <p>Dubai - <a href="https://www.visitdubai.com/en">https://www.visitdubai.com/en</a></p> <p>Melbourne - <a href="https://www.visitmelbourne.com">https://www.visitmelbourne.com</a></p> <p>Beijing - <a href="http://english.visitbeijing.com.cn/index.html">http://english.visitbeijing.com.cn/index.html</a></p> <p>Paris - <a href="https://en.parisinfo.com">https://en.parisinfo.com</a></p> <p>Rome - <a href="http://www.turismoroma.it/?lang=en">http://www.turismoroma.it/?lang=en</a></p> <p>Berlin - <a href="https://www.visitberlin.de/en">https://www.visitberlin.de/en</a></p> <p>Barcelona - <a href="https://www.barcelonaturisme.com/wv3/en">https://www.barcelonaturisme.com/wv3/en</a></p> <p>Crete - <a href="http://www.crete.gr">http://www.crete.gr</a></p> <p>Malta - <a href="https://www.maltauk.com">https://www.maltauk.com</a></p>
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Corsica - <https://www.visit-corsica.com/en>

<p><b>AC 3.3</b> Justify marketing campaigns for tourism destinations</p>	<p>Set out below are links to generic references relating to how to write a justification which might could be useful.</p> <p><a href="http://www.lancaster.ac.uk/media/lancaster-university/content-assets/documents/res/Writingajustificationforresources.pdf">http://www.lancaster.ac.uk/media/lancaster-university/content-assets/documents/res/Writingajustificationforresources.pdf</a></p> <p><a href="https://bizfluent.com/how-6375848-write-justification-report.html">https://bizfluent.com/how-6375848-write-justification-report.html</a></p> <p><a href="https://www.google.co.uk/search?q=how+to+write+a+justification&amp;rlz=1C1PQCZ_enGB714GB714&amp;tbm=isch&amp;tbo=u&amp;source=univ&amp;sa=X&amp;ved=2ahUKEwivrdqT1tPeAhXCbVAKHSNICB0QsAR6BAGFEAE&amp;biw=1242&amp;bih=569">https://www.google.co.uk/search?q=how+to+write+a+justification&amp;rlz=1C1PQCZ_enGB714GB714&amp;tbm=isch&amp;tbo=u&amp;source=univ&amp;sa=X&amp;ved=2ahUKEwivrdqT1tPeAhXCbVAKHSNICB0QsAR6BAGFEAE&amp;biw=1242&amp;bih=569</a></p> <p><a href="https://classroom.synonym.com/write-justification-narrative-3506.html">https://classroom.synonym.com/write-justification-narrative-3506.html</a></p> <p><a href="http://www.nadf.org/upload/documents/your-marketing-plan-template.doc">http://www.nadf.org/upload/documents/your-marketing-plan-template.doc</a></p> <p><a href="https://bizfluent.com/how-6672801-write-business-justification.html">https://bizfluent.com/how-6672801-write-business-justification.html</a></p>
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