**Level 3 Tourism**

**Research and Reference Resources – Unit 4**

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 4.

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. Additionally, no links have been supplied for ACs 3.2 and 3.4 where learners have to develop and justify their own individual tour itinerary.

The materials were all identified with 'live' links in January 2019 when the table was compiled. The WJEC has no control over when the materials might be removed.

| **AC 1.1**<br>Assess the business planning elements of tourism events | There is a wide variety of sites which give some information relating to aspects of event management.<br><br>The purpose of tourism events<br>https://www.gevme.com/blog/5-reasons-why-event-management-is-important-in-tourism/<br><br>Resources for events<br>https://www.wjec.co.uk/qualifications/event-operations/WJEC%20Guidane%20for%20Tecahing%20Level%201-2%20in%20Events%20Operations%20Spec%20A.pdf<br><br>Setting budgets<br>https://www.tutor2u.net/business/reference/budgets<br><br>https://www.s-cool.co.uk/a-level/business-studies/budgeting-costing-and-investment/revise-it/budgeting<br><br>Legal aspects of events<br>http://www.eventscotland.org/assets/181 |
| --- | --- |

https://www.bbc.co.uk/safety/resources/aztopics/event-planning-management.html

Risk assessment
https://www.field-studies-council.org/media/2708325/risk-assessment.pdf

https://geographyfieldwork.com/Risk-Management.htm

https://www.slideshare.net/tutor2u/buss4-planning-for-change-managing-risk

Timescales
https://democracy.bathnes.gov.uk/documents/s35319/Annex%201%20Appx%203%20Timescales%20for%20Planning%20an%20Event.pdf

https://www.google.com/search?q=event+planning+template&sa=X&rlz=1C1PQCZ_enGB714GB714&tbm=isch&tbo=u&source=univ&ved=2ahUKEwiw6riLyfTfAhXGZFAKHTEKCEMQ7Al6BAgDEA8&biw=1366&bih=626

Target markets
https://www.tutorialspoint.com/tourism_management/tourism_management_market_segmentation.htm

https://www.slideshare.net/reymarieoohlala/tourism-market-segmentation

Marketing
https://revisionworld.com/a2-level-level-revision/business-studies-level-revision/marketing/marketing-strategy

| AC 1.2<br>Explain how tourism events can be evaluated | Feedback<br><br>https://bizfluent.com/how-5117587-evaluate-feedback.html<br><br>https://www.google.com/search?rlz=1C1PQCZ_enGB714GB714&q=feedback+evaluation+form&sa=X&ved=2ahUKEwiim_XgzfTfAhVhThUI HYZOBucQ1QIoB3oECAMQCA&biw=1366&bih=626<br><br>https://www.thebalancecareers.com/good-and-bad-examples-of-feedback-2275923<br><br>https://www.tutor2u.net/business/reference/improving-customer-service<br><br>Observation<br><br>https://www.betterevaluation.org/sites/default/files/Observation%20R.Krueger%2010.17.pdf<br><br>https://education.nsw.gov.au/teaching-and-learning/professional-learning/evaluation-resource-hub/collecting-data/observation<br><br>https://www.sheffield.ac.uk/lets/strategy/resources/evaluate/general/methods-collection/observation<br><br>http://compass.port.ac.uk/UoP/file/664e8001-f121-4e5d-aa06-6c95c797e8af/1/Observations_IMSLRN.zip/page_02.htm<br><br>Qualitative analysis<br><br>https://www.tutor2u.net/business/reference/marketing-quantitative-and-qualitative-research<br><br>https://www.s-cool.co.uk/a-level/business-studies/marketing/revise-it/market-research<br><br>file:///C:/Users/Owner/Downloads/A2AS-BUS-REVISED-Support-18416.pdf<br><br>https://www.google.com/search?q=A+level+Business+Qualitative+analysis&sa=N&rlz=1C1PQCZ_enGB714GB714&tbm=isch&tbo=u&source=univ&ved=2ahUKEwj4nsLS2vTfAhWDqHEKHQ4NC6Y4FBCwBHoECAMQAQ&biw=1366&bih=626 |
|---|---|

| | |
|---|---|
| | Quantitative market research<br><br>https://www.tutor2u.net/business/blog/qa-what-is-quantitative-market-research |
| **AC 2.1**<br>Describe the types of inbound and domestic tour operators | National<br> https://www.britainexpress.com/great_british_sites/tour-ops.htm<br>This link provides students with a starting point to help investigate the wide range of inbound tour operators available to inbound tourists visiting the UK.<br><br>Local tour operators<br>There are many tour operators located in and around the UK offering their services on a local basis. Students may know of such tour operators and can research them individually or as a group. Below are some examples that can be found within regions of the UK, but by no means is this a definitive list.<br><br>South West<br>https://www.tripadvisor.co.uk/Attractions-g4954669-Activities-c42-South_West_England_England.html<br><br>South East England<br>https://www.visitsoutheastengland.com/group-travel/coach-and-tour-operators<br><br>Midlands<br>https://www.britaine.co.uk/west-midlands/tour+operators<br><br>South Wales<br>https://www.britainexpress.com/great_british_sites/tour-ops-wales.htm<br><br>Inbound / Domestic<br>https://bizdiruk.com/uk-tour-operators-companies/<br><br>UK Tour Operator Companies – London Tour Guides List<br>https://www.visitlondon.com/traveller-information/travel-to-london/domestic-tour-operator |

| | |
|---|---|
| | The UKs Coach holiday specialist<br>https://www.shearings.com/<br><br>South Wales based tour operator<br>https://www.edwardscoaches.co.uk/ |
| **AC 2.2**<br>Examine the characteristics of the UK inbound and domestic tourism markets | Examine the characteristics of the UK inbound and domestic tourism markets<br>https://www.visitbritain.com/gb/en<br><br>The official Visit Britain website offering a plethora of information relevant to both inbound and domestic tourists. The links below are taken from the visit Britain website and are specific to certain types of tourists.<br><br>Customer Types<br>https://www.visitbritain.com/gb/en/i-travel/culture<br><br>Ideal for research into Culture Vultures might like to do<br>https://www.visitbritain.com/gb/en/i-travel/adventure<br><br>Ideal for research into Culture Vultures might like to do<br>https://www.visitbritain.com/gb/en/i-travel/local-flavour<br><br>https://www.visitbritain.com/gb/en/i-travel/fun<br><br><br>Transport<br>https://www.visitbritain.com/gb/en/plan-your-trip/getting-britain<br><br><br>https://www.visitbritain.com/gb/en/plan-your-trip/getting-britain/travelling-uk-air<br><br>https://www.visitbritain.com/gb/en/plan-your-trip/getting-britain/travel-eurostar-train |

https://www.visitbritain.com/gb/en/plan-your-trip/getting-around-britain

https://www.visitbritain.com/gb/en/plan-your-trip/getting-around-britain/travelling-coach

https://www.visitbritain.com/gb/en/plan-your-trip/getting-around-britain/travelling-britains-coasts-and-waterways

https://www.visitbritain.com/gb/en/plan-your-trip/getting-around-britain/travelling-around-britain-train

https://www.visitbritain.com/gb/en/plan-your-trip/getting-around-britain/travelling-around-britain-car

https://www.visitbritain.com/gb/en/plan-your-trip/getting-around-britain/travelling-about-british-cities

https://www.visitbritain.com/gb/en/plan-your-trip/getting-around-britain/accessible-britain


Destinations
https://www.visitbritain.com/gb/en/destinations

England
https://www.visitbritain.com/gb/en/england

England, an overview
https://www.visitbritain.com/gb/en/england/london

https://www.visitbritain.com/gb/en/england/east-england

https://www.visitbritain.com/gb/en/england/northern-england

https://www.visitbritain.com/gb/en/england/central-england

https://www.visitbritain.com/gb/en/england/southwest

https://www.visitbritain.com/gb/en/england/southeast


Scotland
https://www.visitbritain.com/gb/en/scotland

https://www.visitbritain.com/gb/en/scotland/applecross

https://www.visitbritain.com/gb/en/scotland/edinburgh

https://www.visitbritain.com/gb/en/scotland/dundee

https://www.visitbritain.com/gb/en/scotland/glasgow

https://www.visitbritain.com/gb/en/scotland/highlands

https://www.visitbritain.com/gb/en/scotland/inner-hebrides

https://www.visitbritain.com/gb/en/scotland/orkney

https://www.visitbritain.com/gb/en/scotland/outer-hebrides

https://www.visitbritain.com/gb/en/scotland/shetland

https://www.visitbritain.com/gb/en/scotland/st-andrews

Wales
https://www.visitbritain.com/gb/en/wales

https://www.visitbritain.com/gb/en/wales/anglesey

https://www.visitbritain.com/gb/en/wales/beddgelert

https://www.visitbritain.com/gb/en/wales/cardiff

https://www.visitbritain.com/gb/en/wales/conwy

https://www.visitbritain.com/gb/en/wales/hay-on-wye

https://www.visitbritain.com/gb/en/wales/pembrokeshire

https://www.visitbritain.com/gb/en/wales/portmeirion

https://www.visitbritain.com/gb/en/wales/st-davids

https://www.visitbritain.com/gb/en/wales/tenby


Northern Ireland
https://www.visitbritain.com/gb/en/northern-ireland

https://www.visitbritain.com/gb/en/northern-ireland/belfast

https://www.visitbritain.com/gb/en/northern-ireland/londonderry

https://www.visitbritain.com/gb/en/northern-ireland/causeway-coast

An interesting range of reports and articles on the UK's Inbound Tourism businesses.
https://www.pronto.com/uk/shopping?go=semQuery&ad=semA&q=uk%20inbound%20tour%20operators&o=765299&ag=fw4&an=msn_s&rch=au845

A comprehensive list of London based tour guides. It will give students an idea of the breadth of what is available.
https://bizdiruk.com/uk-tour-operators-companies/

Partnerships

An interesting article on the power of partnerships from Visit Britain
https://www.visitbritain.org/annual-review/annual-review-2014-15/power-partnerships

An interesting link to the UK's responsible tourism partnership.
https://responsibletourismpartnership.org/uk/

| AC 2.3 Analyse data relating to UK inbound and domestic tourism markets | VisitBritain provides a wealth of data. The following websites are just three examples.

VisitBritain - this link focuses on inbound tourism and includes monthly and quarterly trends, origin countries of inbound tourists, sector specific data, economic facts, international passenger survey and much more.
https://www.visitbritain.org/inbound-research-insights

VisitBritain – this link focuses on the value of overnight tourism, day trips, accommodation occupancy and visitor attractions.
https://www.visitbritain.org/official-statistics

VisitBritain – England's domestic tourism performance. The website focuses on visitor spend data.
https://www.visitbritain.org/official-statistics

Understanding the London Visitor / London Attractions. The data includes purpose of visit, origin of visitors (inbound and domestic), economic impact, trends, etc.
https://files.londonandpartners.com/l-and-p/assets/media/londonplus.pdf

https://files.londonandpartners.com/l-and-p/assets/media/London%20Attractions%20Monitor%20-%20Annual%20Review%202014.pdf

Tourism Ireland. A summary of Tourism facts and figures for 2017 – a summary is produced every year. The summary includes the origin of visitors, age and socio-economic groups (demographics), spend patterns, etc.
https://www.tourismireland.com/TourismIreland/media/Tourism-Ireland/Press%20Releases/TI_2017_Facts-Figures.pdf?ext=.pdf

Tourism in Wales. This website includes links to a tourism barometer, visitor attractions, accommodation occupancy, regional profiles, international passenger survey (VisitBritain – trends for UK nations and regions), etc.
https://gov.wales/statistics-and-research/?topic=Tourism&lang=en

VisitEngland – domestic tourism for 2013 – 2023. This report includes tourism trends, socio-economic trends, ICT trends, etc.
https://www.visitengland.com/sites/default/files/visit_england_report_print_tcm30-39493.pdf |

| | |
|---|---|
| | VisitEngland – south west England - this website is an example of data provided on UK regions. The data focuses on domestic tourism and includes: economic value of tourism, destination types, transport used, origin of tourists, age and socio-economic groups, etc.<br>https://www.visitengland.com/sites/default/files/south_west_2014.pdf<br><br>The Association of Leading Visitor Attractions (UK) - visitor numbers in recent years / trends. Links to VisitBritain, VisitEngland, VisitWales, etc.<br>http://www.alva.org.uk/details.cfm?p=423 |
| **AC 2.4**<br>Assess how the range of tour itineraries offered to inbound and domestic tourists meet the needs of different customer types | Ideas relating to aspects of UK tours are identified below:<br><br>Destinations<br><br>https://www.visitengland.com/destinations<br><br>https://www.tripadvisor.co.uk/TravelersChoice-Destinations-cTop-g186216<br><br>Market segmentation<br><br>https://www.visitscotland.org/binaries/content/assets/dot-org/pdf/research-papers-2/gb-tourist-2017-annual-report.pdf<br><br>https://www.visitbritain.org/segments<br><br>Attractions<br><br>https://www.loveexploring.com/gallerylist/72078/the-50-best-british-tourist-attractions |

https://www.tripadvisor.co.uk/Attractions-g186216-Activities-United_Kingdom.html

Activities

https://www.tripadvisor.co.uk/Attractions-g186216-Activities-United_Kingdom.html

https://www.getyourguide.co.uk/united-kingdom-n35/

https://www.visitengland.com/things-to-do/activities

www.lonelyplanet.com/england/activities/a/pa-act/358869

Accommodation

https://www.visitengland.com/plan-your-visit/find-places-stay-england#/

https://www.visitbritain.com/gb/en/plan-your-trip/accommodation

http://www.tourist-information-uk.com/guides/accommodation/

https://www.visitbritain.org/inbound-accommodation-research

Budget accommodation

www.visitlondon.com/where-to-stay/cheap-accommodation

https://www.universityrooms.com/en-GB/countries/GB

Cruise

https://www.pocruises.com/cruise-destinations/british-isles/

https://www.virginholidayscruises.co.uk/destinations/british-isles

| **AC 3.1**<br>Explain objectives of a UK tour itinerary | A simple / introductory look at business terminology such as break-even point, profit and loss.<br>https://www.bbc.com/bitesize/guides/zt2xn39/revision/1<br><br>This website considers the financial plan for a travel agency. It will help students with terminology such as sales, break-even, profit, margins, loss and turnover.<br>https://www.bplans.com/travel_tour_agency_business_plan/financial_plan_fc.php<br><br>This resource considers the elements of a tour package / itinerary. It includes costs and pricing.<br>http://www.shareyouressays.com/knowledge/12-stages-of-developing-and-planning-a-tour-package-that-will-ultimately-satisfy-every-tourist/93510<br><br>This website considers many aspect of itinerary planning. It includes some objectives and costing.<br>http://oer.nios.ac.in/wiki/index.php/Itinerary_Planning#Objectives<br><br>This an example of an educational itinerary. The learning outcomes are examples of educational objectives.<br>http://xzodus.sg/sample-educational-tour-itineraries/<br><br>This website considers the appeal of educational travel to Japan.<br>https://education.jnto.go.jp/en/attraction/recommend<br>https://education.jnto.go.jp/en/attraction<br><br>The following are just two examples of educational tour operators. Objectives are based on history, geography, languages, etc.<br>https://www.rayburntours.com/educational-trips/history/?gclid=EAIaIQobChMI6ufBh-r03wIV77vtCh3sTwdYEAAYASAAEgJhGfD_BwE<br><br>https://grouptravel.statravel.co.uk/university-and-college-see-all.htm?gclid=EAIaIQobChMI6ufBh-r03wIV77vtCh3sTwdYEAAYAyAAEgKqmfD_BwE<br><br>Personalised tours. Tourists are able to customise their trip to China to meet their specific requirements.<br>https://www.chinadiscovery.com/customize-china-tour.html?gclid=EAIaIQobChMImpP3yev03wIVRbDtCh0kBAJ-EAAYAyAAEgLO3PD_BwE<br><br>This tour operator specialises in tailor-made trips which are customised to customer needs / preferences.<br>http://www.quenchtravel.com/ |

| AC 3.3<br>Present a UK tour itinerary | Some presentation tips<br><br>https://elearningbrothers.com/blog/6-tips-creating-effective-powerpoint-presentation/<br><br>https://visage.co/11-design-tips-beautiful-presentations/ |
| --- | --- |