

TRAVEL & TOURISM BTEC NATIONAL AWARD

Task 1: Unit 1 Types of Tourism

Create a holiday brochure extract to demonstrate a type of tourism

Select a type of tourism from cultural, dark, nature, sports, wellness, adventure, special interest or education tourism. You will need to identify a global destination where it is a key part of the appeal of the destination. For example, tourists go to Poland for dark tourism to experience the Auschwitz and Birkenau concentration camps. Tourists have also travelled to Germany to go to the Euros which is sports tourism.

Ideally, the brochure should be completed on Word/PPT. It should be at least 2 pages and include text and images to showcase the type of tourism and destination. Think about your presentation so that you 'sell' your destination. Use the text book pages on the next pages and your own research to help you.

The brochure must have the following sections:

- **Title** to showcase the type of tourism
- **Type of tourism** you have selected and description of what it is
- **A map** to show the location of the destination you have selected where tourists go to enjoy your type of tourism. **Explain** why tourists go to this destination in particular. **Extra challenge:** if your type of tourism is reliant on the weather, include a climate graph and explain why the weather is important
- Select at least **3 attractions/experiences** in your destination that are related to the type of tourism the destination is popular for. Describe each attraction/experience and include a photo to show what it is like. **Explain** why it is popular with your type of tourists.

Show me what you can do! Please print out and bring in your brochure pages on your first day. If you have any questions or issues with printing, do contact me on maddisonj@bourneacademy.org



TRAVEL & TOURISM BTEC NATIONAL AWARD

Cultural tourism

Cultural tourism includes attending events, ceremonies and festivals. Events and ceremonies are usually relevant to the culture of the region visited. For example, tourists on holiday in Brittany often attend local 'fetes' where they can see people in local costume and join in traditional dancing. In Rio de Janeiro, the carnival is internationally famous and attracts lots of tourists. Festivals such as Exit, a summer music festival, held annually at the Petrovaradin Fortress in Serbia, and Benicassim held in Spain, attract lots of young people.

Some cultural events can also be dangerous. In Pamplona, Spain, there is an annual 'bull run', in which people choose to run through the city's streets while chased by bulls.

Staying in someone's home is a practical way of participating in responsible tourism as it ensures that the money spent goes straight into the local economy and uses local resources, maximising the positive economic impact of a visit. Traditional crafts can be revived, as tourists are interested in seeing them and buying souvenirs

Some heritage sites were originally built as religious sites. In Mexico, tourists flock to see Chichen Itza, which is a temple built by the ancient Mayan people almost 1000 years ago. Other religious sites still have significance as **pilgrimage sites** for people today, including:

- ▶ Lourdes in France, which attracts Roman Catholic pilgrims
- ▶ Mecca in Saudi Arabia, which receives millions of Muslim pilgrims every year as part of the **Hajj**.



▶ Chichen Itza is a popular heritage site for tourists travelling to Mexico

Sometimes the history and culture of a region are so interesting that a large part of its tourist industry is based on it. For example, in Peru, the Inca Trail is a popular hiking trail through dramatic mountain landscapes to the ancient city of Machu Picchu.

Key term

Dark tourism - visiting places historically associated with death or tragedy.

Dark tourism

The term '**dark tourism**' is used to describe the appeal of places like:

- ▶ Ground Zero in New York
- ▶ Auschwitz in Poland
- ▶ Anne Frank's house in Amsterdam
- ▶ Chernobyl in Ukraine
- ▶ the Cu Chi tunnels near Ho Chi Minh City.

There are contrasting opinions about whether such places should be commercialised for tourism. Some people could argue that allowing tourists to visit is disrespectful and even gory. Others say that such experiences are educational and help people learn about history.

Nature tourism

Natural areas often allow tourists to engage in particular activities such as trekking, whale watching, bird watching or participating in conservation activities. Most of these activities can be defined as ecotourism, which means engaging in tourism or travel that is environmentally responsible in relatively undisturbed natural areas to enjoy and appreciate nature.

Trekking offers adventure but can be tailored to the ability of different groups of people. Families can trek together in mountain ranges such as the Himalayas. Experienced climbers might try the sheer-sided Mount Roraima in Venezuela.

Safaris offer a great way of seeing animals in their natural habitat and contributing to their conservation; a trek to the gorilla sanctuary in the Parc du Volcan rainforest in Rwanda helps ensure the survival of the gorillas. Safaris are popular in Tanzania, South Africa and Kenya.

Birdwatching holidays are available across the world for enthusiasts and are usually guided as tourists may not know where to find the various species.

Conservation holidays can apply to historical sites, the natural environment or to animal species such as the gorillas discussed earlier. These are often working holidays where tourists are prepared to participate in conservation work while there, perhaps in return for board and food.

TRAVEL & TOURISM BTEC NATIONAL AWARD

Sports tourism

Sports tourism can include active sports or spectator sports. Beach areas are appealing for many sports, for example beach volleyball. The sea itself can provide a variety of activities of interest to tourists such as sailing, scuba diving, waterskiing, windsurfing, surfing or deep-sea fishing.

Scuba diving

There are several specialist diving tour operators catering for divers. Some divers take at least two diving holidays a year.

Examples of diving sites include:

- Philippines
- Northern Oman
- Maldives
- British Virgin Islands
- Raja Ampat, Indonesia.

Land-based sports include cycling, walking and skiing in the mountainous areas as discussed earlier. Serious cyclists can take their bikes by plane and carry their kit with them. At the other end of the spectrum Cycling for Softies provide a range of tours, some of which are very gentle, with good accommodation and luggage carried by courier to each stop.

Spectator sports events

Major sporting events for spectators are great tourist attractions. For example, in 2014 and 2016, Brazil received huge numbers of tourists travelling to see the FIFA World Cup and the Olympic Games. Russia's hosting of the FIFA World Cup in 2018 similarly attracted many tourists. Most of these events are in different destinations each year but some are always in the same place, for example, the Grand Prix takes place in Monte Carlo every year and tennis happens at Melbourne, Australia every year.

► **Table 2.3:** Examples of spectator sports events

Sport	Example event	Example destination
Golf	The Masters	Georgia, USA
Tennis	Grand Slam – Australian Open	Melbourne 2017
Cycling	Tour de France	France
Rugby	Six Nations	England, France, Ireland, Italy, Scotland and Wales
	Rugby World Cup	Japan 2019
Football	FIFA World Cup	Russia 2018
Motor	Grand Prix	Monte Carlo

Education tourism

Many tourists visit other countries in order to take language courses, often in major cities. Language schools abound in cities like Seville and Barcelona in Spain, for example, allowing tourists to learn the language but also to do some sightseeing and immerse themselves in local culture.

Students often participate in exchange visits arranged by their schools so that they get to stay in someone's home and experience life in another country. These might be in any destination but the students involved would expect to be taken on visits and see what attractions the destination has to offer.

Schools and colleges also arrange study visits to support the subjects their students are taking. As a travel and tourism student, you might visit a destination and visit its attractions and hotels to understand it better. University or postgraduate students often go abroad to carry out research.

TRAVEL & TOURISM BTEC NATIONAL AWARD

Adventure tourism

Natural areas are also popular destinations for adventure sports, such as rock climbing, abseiling, mountaineering and white water rafting. Adventure can mean discovering a more far-flung destination or undertaking an activity like safaris or sports.

The growing importance of adventure tourism is evident as there are many specialist operators and also an annual Adventure Travel Conference in the UK.

Most visitors tend to be in the 25–44 age group. Recognising that this is the age group when people have their families, many companies offer family adventure holidays so that people can still get their thrills and include the children. Here are some examples presented in an article in the travel pages of *The Telegraph*.

- ▶ Camping in the Wild West – family camping under the stars, visiting four national parks and landscapes, water sports, horse rides and trail hiking.
- ▶ Iceland – exploring thermal hot springs, boiling mud pools and geysers along with hikes to waterfalls and over glaciers.
- ▶ Vietnam – exploring national parks, villages, temples and caves by bicycle, travelling from Hanoi to Hoi An.
- ▶ Morocco – hiking through the snow-capped peaks of the High Atlas and also exploring the Medina in Marrakesh.
- ▶ Costa Rica – cruising the canals of Tortuguero, trekking the rainforest of Corcovado, zip lining and river rafting.

Wellness tourism

Wellness tourism means taking holidays or trips in order to engage in activities that make us feel better either physically or spiritually. This type of tourism capitalises on the trend to take better care of health and fitness.

The holiday might be based around a health and fitness activity such as yoga or tai chi, or may be spent in a hotel that has spa facilities. Often, guests in hotels are hoping to detox, that is to eat healthily and probably less than usual and to allow their bodies to recover from a lifestyle of overeating and drinking. Day spa trips are also very popular. Sometimes the holidays may be a retreat, which means retreating from the rush of normal life into peace and quiet and possibly religious meditation.

Suitable destinations may be natural areas of calm and quiet or hotels with luxurious facilities.

Digital-free tourism

A new type of wellness tourism that has recently emerged is digital-free tourism. Digital-free destinations are designed to appeal to people who have become heavily reliant on technology, such as addictively checking their smartphones, and who feel that they need to escape the stress this causes. Such resorts will deliberately offer no Wi-Fi connections, no mobile phone signal and no television. This digital 'detox' is usually combined with holistic therapies and meditation so that tourists return home feeling rested and restored.