



## SUMMER BRIDGING WORK 2026

### BTEC Level 3 Extended Diploma/Certificate in Travel and Tourism

Welcome to Travel and Tourism. You are required to complete some summer preparation work ready for enrolment.

Summer Bridging Work is an important part of your transition to Wilberforce Sixth Form College. This piece of work will count towards your effort grade. Please complete your summer bridging work in time for the start of term.

It will introduce you to some of the key ideas you will study in **Unit 1: The World of Travel and Tourism**.

You will complete a range of activities exploring:

- Types of tourism
- Types of travel
- Travel and tourism customers
- Real-world examples from the travel industry
- Your own experiences as a traveller or customer

**Estimated time:** 6–8 hours over the summer

**Please be aware that Prep work** is an important aspect of your induction onto all courses at Wilberforce Sixth Form College. Please have this ready to hand in during enrolment or to your course teacher in the first week of lessons.

Please either print and handwrite or answer electronically. Either way, completed summer work needs to be handed in on your first day at college to Sarah Hamilton in P204 or by email to [SJH@wilberforce.ac.uk](mailto:SJH@wilberforce.ac.uk) good luck, can't wait to see what you are capable of.

Kind regards

Sarah Hamilton  
Teacher of Travel and Tourism

If you have any queries regarding your Summer Bridging Work, please contact [sjh@wilberforce.ac.uk](mailto:sjh@wilberforce.ac.uk) who will aim to respond before your enrolment appointment.

## Task 1: What is Tourism?

Tourism means **travelling away from home for one night or more.**

There are three main types of tourism:

Type	Meaning	Example
Domestic	Travelling within your own country	A family from Hull visiting London
Inbound	Visitors from overseas coming into your country	Tourists from Spain visiting the UK
Outbound	Residents leaving their country to visit another country	A UK family holidaying in Greece

**Activity** Complete the table with your own examples.

Type of Tourism	Your Example	Why does it fit this type?
Domestic		
Inbound		
Outbound		

## Challenge Question

Why do you think inbound tourism is important to the UK economy?

Write 4–5 sentences.

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## Task 2: Types of Travel

Travel happens for many different reasons. Research the following types and complete the activities.

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### A. Leisure Travel

Leisure travel is for **enjoyment, relaxation or special interests**.

Examples include:

- Short breaks (city break, countryside break, stag/hen trip)
- Holidays (package, cruise, independent travel)
- Special events (sporting events, festivals, seasonal celebrations)

### Activity

Choose **two examples** of leisure travel and explain:

1. What the trip involves
2. Who might take this type of trip
3. Why they travel

Leisure Travel Example	What the trip involves	Who?	Why?









**Task 3: Match the Traveller** -Different people travel for different reasons.

**Activity**

Read each customer and identify the most suitable type of travel.

<b>Customer</b>	<b>Type of Travel /Why?</b>
A retired couple taking a Mediterranean cruise	
A teacher travelling to Berlin for training	
A student spending 6 months volunteering in Costa Rica	
A family visiting grandparents in Scotland	
Friends going to London for a concert and returning the same day	

## Task 4: Types of Travel and Tourism Customers

Travel businesses must understand their customers.

Customer groups include:

- Individuals
- Couples
- Families
- Educational groups
- Senior citizens
- Special interest groups
- Corporate travellers
- Customers with specific requirements



### Activity 1 – Customer Profiles

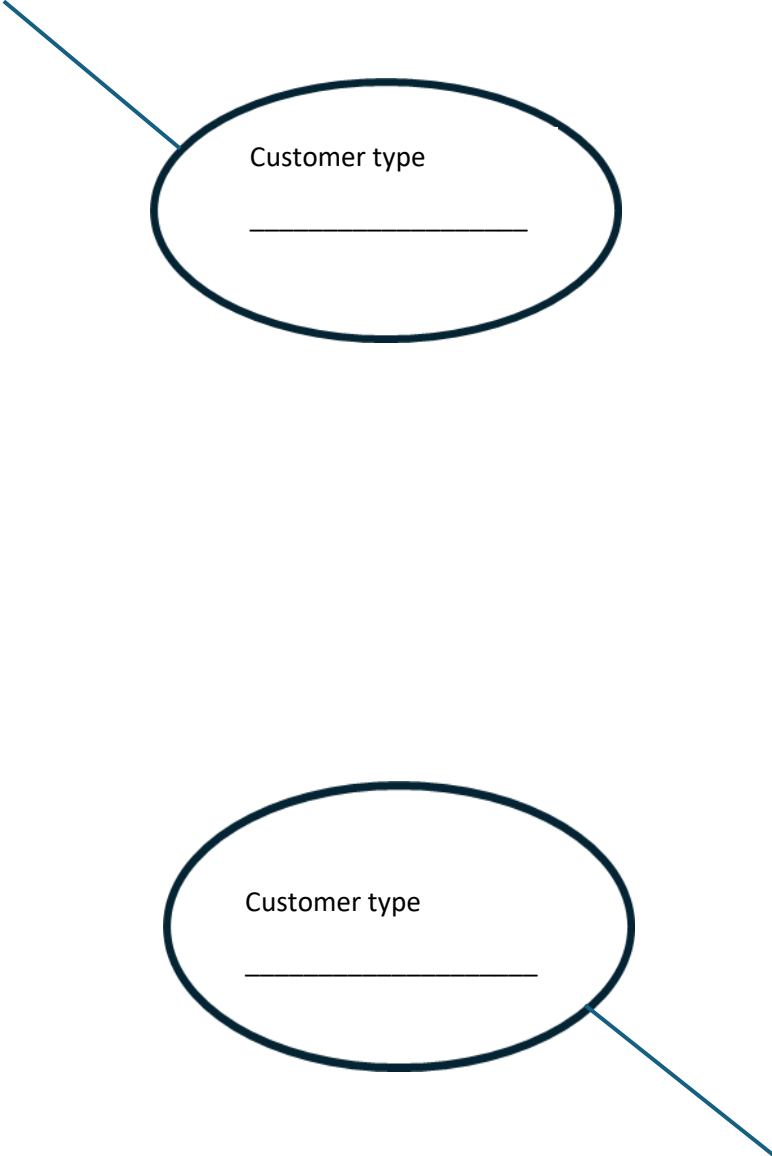
Choose **three customer types** and create a profile for each.

Include:

- Their likely travel needs
- Budget considerations
- Preferred accommodation
- Possible transport choices
- Special requirements

Customer type

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Customer type

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Customer type

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