

Introduction

The activities found within the 'virtual textbook' are designed to support teaching and learning of the key ideas and concepts contained within the Leisure and Tourism Destinations unit as well as to help prepare students for the examination.

In this section, suggested answers are provided to the activities and in some cases they are accompanied by ideas as to how the activity can be approached.

Very often there is more than one right answer, and it might be appropriate to discuss the range of answers with students as well as helping them to understand why there is more than one correct answer.

The scope of this unit is quite broad and introduces students to a range of concepts and ideas. Teaching staff should be aware of this and allow sufficient time to cover the unit effectively, re-enforcing key ideas with case study information. (Case studies of appropriate destinations can be found on the NGfL Cymru website).

Some of the activities can be undertaken in groups and some require additional internet research and can be used as extension exercises. It is not intended that all exercises should be completed by the full range of ability and some activities can be used to stretch and challenge more able students.

Activity 1

Answer true or false to the following questions.

	True or false?
1. People travelling for leisure purposes are interested in the conference facilities at a destination.	True
2. The word ‘appeal’ refers to the facilities and attractions at a destination.	True
3. Tour guides need to know where places are because they sell holidays.	False
4. Resort representatives need to be able to describe facilities and attractions in their brochures.	False
5. The Golden Gate Bridge is a major attraction in the city of Los Angeles.	False
6. Every tourist who visits the London Eye stays in the city overnight.	False
7. For tourists from the USA, London is a long-haul destination.	True
8. London is an important commercial centre and attracts many business visitors each year.	True
9. All National Parks are tourism destinations.	True
10. The Mediterranean coast in France is known as the Algarve.	False
11. Cambridge and Chester are tourist destinations.	True
12. Benidorm and Alicante are resorts in the Costa Blanca area of Spain.	True
13. Many villages in the French Alps are resorts for summer activities.	False
14. All destinations in Europe are classed as short-haul.	True
15. Flights lasting two hours are classed as long-haul.	False

The object of the exercise is to help students to become more familiar with the terminology of tourism destinations.

Activity 2

City Break, Short Break, Activity holiday, Special Interest Holiday, Visiting Friends and Relatives, Sports tourism.

A number of terms connected to leisure tourism have been introduced in the section above. Very often a holiday can cover more than one of the terms.

For example: *Gareth, Rebecca and their father, travel from Cardiff to London for three nights to stay with their grandfather. While in London they watch Wales play England at Twickenham as well as visiting the London Eye and the London Dungeon.*

This holiday involves:

- A short break – because they are only away for three nights
- A city break – because they are visiting London
- Visiting friends and relatives – because they are staying with their grandfather
- Sports tourism – because they are going to a major sporting event

Create five other holidays and identify the types of tourism involved.

Students should be encouraged to develop different types of holidays for different types of people to different destinations.

Activity 3

Put the correct word in the column on the right which fits the business travel and tourism activity described.

Business Travel and Tourism Activity	Type of activity
Mr Singh travels to San Francisco in California to meet with three thousand dentists for four days.	Conference/convention
Mrs Hopkins travels from Cardiff to London to talk to Mr Lewis about sales figures and returns home the same evening.	Meeting
Mr Maldhani from Rome is in Cardiff with his assistant visiting a customer. The customer provides him with two tickets to see Wales play Italy at the Millennium Stadium.	Corporate hospitality
Maths teachers from all over the UK spend three days at Cardiff University during the Easter holidays discussing maths teaching.	Conference
Companies making shoes and other types of footwear have an event lasting three days to show this years range.	Trade fair

Students should be aware of the range of activities which take place under the term business travel. Business travel is not only undertaken by ‘business people’. Many people including teachers travel in connection with their work.

Activity 4

The **World Travel Market** is the major trade fair for the travel and tourism industry and takes place in London each autumn.

The website for the event is **www.wtmlondon.com**

Visit this site and answer the questions below.

1. What are the dates and times of the World Travel Market?

The WTM takes place in mid-November each year, usually the second week.

2. What is the name of the venue where it is held?

Excel centre.

3. Name four methods of travelling to the venue.

Car, underground, boat, flight, taxi.

4. Suggest why it is important for people working in the travel and tourism industry to visit the World Travel Market.

The most important reasons are related to promoting products and to meet with clients and customers, as well as to discuss issues facing the travel and tourism industry.

Activity 5

Summarise the main differences between leisure travel, business travel and VFR travel using the following headings. You can produce a large table or grid if you want to.

- The types and size of the group people travelling
- The type of accommodation used
- The tourism activities which take place
- The main purpose of the travel
- How far in advance the travel is booked
- During what time of year does the travel take place.

Students need to gain a clear understanding of the differences between leisure, business and VFR travel, and this should help.

Activity 6

Use websites and other research methods to find out **two** examples of each of the following attractions and destinations in Wales or other areas of the United Kingdom.

Attraction or destination/area	Two examples
Two heritage or cultural attractions other than Caerphilly Castle	<ol style="list-style-type: none"> 1. Cardiff Castle 2. Pembroke Castle
Two attractions in London other than the London Eye	<ol style="list-style-type: none"> 1. London Dungeons 2. Tower of London
Two upland or mountain areas other than Snowdonia	<ol style="list-style-type: none"> 1. Black Mountains 2. Cotswold Hills
Two traditional small seaside towns or villages, other than Tenby	<ol style="list-style-type: none"> 1. Weymouth 2. Minehead
Two industrial heritage attractions apart from the National Slate Museum	<ol style="list-style-type: none"> 1. Ironbridge Gorge Museum 2. Black Country Museum
Two coastal areas, other than the Gower	<ol style="list-style-type: none"> 1. Dorset Coast 2. Pembrokeshire Coast
Two stately homes or castles other than Harlech and Alnwick castles.	<ol style="list-style-type: none"> 1. Warwick Castle 2. Windsor Castle
Two towns or areas associated with world-famous authors other than Stratford-upon-Avon.	<ol style="list-style-type: none"> 1. Bronte Country 2. Lougharne

This exercise is designed to develop students’ awareness of attractions and destinations in Wales and the UK.

Activity 7

Some cities have iconic world-famous attractions.

Sydney	Barcelona	Los Angeles	Toronto	Paris
New York	Beijing	Las Vegas	London	San Francisco



City [London](#)



City [New York](#)



City Paris



City Toronto



City Sydney



City Las Vegas



City Beijing



City Los Angeles



City [San Francisco](#)

City [Barcelona](#)

Activity 8

For an area with which you are familiar, such as a city or National Park, plan a visit for either for a group of 'culture vultures' or 'adrenaline junkies'.

Suggest why the activities and visits you plan would appeal to the group.

Give as much information as possible about the activities and visits.

[Students could be provided with the relevant websites for a chosen National Park.](#)

Activity 9

Choose one country in Asia, such as India, China or Thailand and research some of the natural and cultural attractions which might appeal to visitors from the UK.

[The national tourist office of the country might be a good starting point.](#)

Activity 10

'Beach bums' might damage their health if they spend too much time in the sun and do not protect their skin against sun burn.

Design a poster warning people about the dangers of spending too much time in the hot sun, adding suitable images.

Activity 11

Answer **true** or **false** to the questions below.

Statement	True or False
A motivating factor is something which makes people want to travel.	<i>True</i>
'Travelust' is the name given to people's desire to see different places.	<i>False</i>
Some people want to visit Asia because the culture is so different.	<i>True</i>
'Sunlust' is the word given to the desire to enjoy warm sunshine.	<i>True</i>
'Adrenaline junkies' enjoy being lazy on holiday and relax around swimming pools.	<i>False</i>
'Adrenaline junkies' would enjoy hang-gliding and bungee-jumping.	<i>True</i>
'Culture vultures' would not enjoy trying to speak the local language.	<i>False</i>
'Beach bums' would not spend much of their time relaxing around the hotel pool.	<i>False</i>
'Enabling factors' are the things which have made it easier to travel.	<i>True</i>
Less old people travel now because life expectancy has decreased.	<i>False</i>
Selling holidays and other travel products to older people is known as the 'black market'.	<i>False</i>
Using a car to travel to an airport is one reason why people can now travel more.	<i>True</i>
Using a car to travel around the UK or part of Europe is known as a 'touring holiday'.	<i>True</i>
Tourists can take cars through the Channel Tunnel to reach Ireland.	<i>False</i>
The number of high speed railway services across the UK and Europe has increased recently	<i>True</i>

You should have answered false to **seven** questions. For these, write out a sentence giving the **true** answer.

This is a comprehension exercise to confirm understanding of key terms in the previous section.

Activity 12

Use different websites to find out the cost of the tourist activities listed below. For each activity provide as much information as possible.

1. A family visit to a theme park such as Legoland, Oakwood or Thorpe Park.
2. A first class airline ticket to New York.
3. A night in a five star hotel in London.
4. The cost of a ticket to see Wales play rugby at the Millennium Stadium.
5. One night in a youth hostel in a National Park. (The cheapest you can find).
6. A ticket to watch the Monte Carlo Grand Prix motor race.
7. A room in a three star hotel in Llandudno.
8. A cruise holiday to the Caribbean.
9. A budget flight to Barcelona from any UK airport.
10. A weekend break at Bluestone in Pembrokeshire.
11. A first class rail journey from Swansea to London.
12. The cost of a pitch on a camp site in mid Wales.
13. A spa break at the Celtic Manor Resort.
14. A cheap package holiday to Croatia.
15. A night in a luxury hotel in Paris.

Google searches would be a good starting point. The objective is for students to understand the price range of different travel products available.

Activity 13

In which decade did each of the following take place?

Activity	Decade?
The Channel Tunnel opened so that people had more choice in travelling to Europe.	1990's
Turkey and Greece became popular destinations for package holidays.	1970's
People went on day visits to seaside towns because they could not afford holidays.	1920's
National Parks were set up in the United Kingdom for the first time.	1940's
Expedia and Lastminute.com became popular companies for booking holidays.	2000's
Package holidays began to the Mediterranean coast of Spain.	1960's
Workers became entitled to holiday pay for the first time.	1930's
The USA started to become a popular long haul destination.	1980's
Budget airlines started to offer cheap fares.	1990's
There was an increase in the number of cars allowing people to travel to different parts of the United Kingdom.	1950's

This exercise will increase student’s understanding of the development of the UK travel and tourism industry.

Activity 14

Use the internet and other sources to find out the year in which each of the events in the table below took place.

Event	Year
The year in which the Channel Tunnel and the first Eurostar service between London and Paris.	<i>1994</i>
The year in which the Holiday with Pay Act gave workers paid holiday entitlement for the first time.	<i>1938</i>
The year in which the Peak District, the first UK National Park was opened.	<i>1951</i>
The year in which the first easyJet flight took place.	<i>1995</i>
The year in which the first Skytrain service to America was offered.	<i>1977</i>
The year in which the first Butlins holiday camp was opened.	<i>1936</i>
The year in which the online travel company Expedia started trading.	<i>1998</i>
The year of the first 'package holiday'..	<i>1949</i>
The year in which the Concorde aircraft started flying.	<i>1969</i>
The year in which Gatwick Airport opened.	<i>1930</i>

This exercise will provide further information relating to the development of the UK travel and tourism industry.

Activity 15

Draw annotations around the photograph above to show some of the advantages of typical package holiday destinations:

- Blue skies showing good weather
- Safe sandy beach
- Deck chairs for relaxing
- Shade to escape from the sun
- Hotel a short distance from the beach
- Sea views from the hotel



This exercise is designed to give students an impression of the destinations to which traditional package holidays are taken.

Activity 16

Obtain some brochures from a high street travel agent. (One brochure between a group of four will be sufficient).

Alternatively go online to Thomas Cook or Thompson Holidays to look at what is available.

Look for holidays which would suit the following groups of people:

1. A family with two children under 5 who can only travel in June.
2. A family with three teenage children who must travel in the school holidays
3. A group of six girls in their early 20's who want to travel in September. They can only spend up to £300 each on their holiday.
4. A couple in their 60's who want to travel in May, and do not want to be on the coast.

For each group:

- Suggest a suitable resort and explain why you have chosen the resort
- Describe the hotel or other accommodation the group will stay in
- Work out the rough cost of the holiday
- Suggest some suitable activities
- Describe what the weather is likely to be like
- Name the UK airport the flight leaves from and state how long the flight takes as well as the departure and arrival times

This exercise should help students find their way around tour operators brochures.

Activity 17

1. Have you been on a package holiday? Discuss in groups the holidays you have been on and describe what was good and bad about them.
2. Summarise the advantages and disadvantages of package holidays.
3. Say why you think package holidays are good or bad.

This could be approached by asking students to make presentations about a package holiday they have been on.

Activity 18

Consider the groups of tourists you worked with in Exercise 15:

- A family with two children under 5 who can only travel in June.
- A family with three teenage children who must travel in the school holidays
- A group of six girls in their early 20's who want to travel in September. They can only spend up to £300 each on their holiday.
- A couple in their 60's who want to travel in May, and do not want to be on the coast.

Using the following websites:

www.lastminute.com

www.expedia.com

www.travelocity.com

www.ebookers.com

See if you can 'self-book' holidays for the same groups. You may also use airline and accommodation provider websites as well.

This could be used to compare package and self-packaged holidays.

Activity 19

Use the websites of major car hire companies such as ***Hertz.co.uk*** and ***Avis.co.uk*** to look up the costs of the following car hire requests.

1. A couple flying to Bordeaux in France in early July and requiring a small car for four days.
2. A family of five needing an estate car or people carrier flying to Berlin in August and needing the car for two weeks.
3. Two couples travelling to Calgary in Canada and requiring a SUV vehicle for three weeks, returning the vehicle to Vancouver Airport.

Using interactive whiteboards would be a good way to demonstrate to students how to use these websites.

Activity 20

Answer **true** or **false** to the statements below.

Statement	True or false?
Holiday camps were introduced in the years after the Second World War	<i>False</i>
Package holidays started to become popular in the 1960's.	<i>True</i>
Package holidays were developed by travel agents and sold to the public by tour operators.	<i>False</i>
Entertainment in the hotel and children's activities are one of the advantages of package holidays.	<i>True</i>
'Mass tourism' destinations are generally located in coastal areas.	<i>True</i>
One of the main advantages of package holidays is that people want to enjoy hot sunshine more and more.	<i>False</i>
People travel on their own on independent holidays.	<i>False</i>
Self-packaged holidays are more common now because increasing numbers of people are confident when they travel abroad.	<i>True</i>
The internet has made it much easier to book a self-packaged holiday.	<i>True</i>
Ryanair and easyJet issue tickets to their passengers when they make a booking.	<i>False</i>
Most people use their own car when they take a fly-drive holiday.	<i>False</i>

Activity 21

The most popular locations for cruise holidays are in the following areas:

- The Mediterranean Sea
- The Azores and Canary Islands in the western Atlantic
- The Caribbean Sea
- The Baltic Sea
- The coast of Norway
- The coast of Alaska

Locate these areas on a map of the world.

Also, river cruises are popular on some rivers, in particular:

- The River Nile
- The River Danube

Mark these rivers on your map.

It would be a good idea for students to have some idea of the geographical areas in which cruise holidays take place.

Activity 22

For any two of the cruise ships from the list below, search the internet to find about the details and facilities available on the ships and make a comparison.

Carnival Conquest

Independence of the Seas

Arcadia

Disney Magic

Drawing comparisons between the facilities available on at least two different ships might be useful.

Activity 23

Produce some promotional material to persuade a family that has never been on a cruise holiday before to try one.

You could produce:

A poster

A wall display

A PowerPoint

A leaflet

You could use brochures produced by cruise companies or you could visit the websites of following cruise lines:

Royal Caribbean Cruises

Princes Cruises

Carnival Cruise Line

Celebrity Cruises

Disney Cruise Line

Crystal Cruise

Remember that your material has to persuade the family to take a cruise for the first time.

Give some ideas about the places which could be visited on the cruise.

Give details about the facilities and activities available on board.

[This exercise should give students a clearer idea of what a cruise holiday involves.](#)

Activity 24

Find out some information about 'packages' to the following events and give some guide to the price being charged:

- The Monaco F1 Grand Prix
- Wales against England or France at the Millennium Stadium in the Six Nations Rugby competition
- A day at the Ryder Cup
- A day at a cricket Test match between England and another country
- The Champions League final or semi-final.

A Google search might be a good starting point for much of the information.

Activity 25

Produce a programme for a five day activity holiday for a group of six people coming to Wales from France. The group are keen on mountain-based activities. They want to try a different activity on each day.

They can either travel to North Wales or West Wales for their activity holiday.

Give details of the what the activities could be, where they might take place, how much they might cost and where the group might stay.

This exercise should provide students with a good understanding of the activities available in the chosen area.

Activity 26

Draw annotations around the photograph above to show some of the features of winter sports holidays.

- Sunny skies
- Mountain scenery
- Lift system to take skiers up the slopes
- Deep snow
- High-altitude resort
- Beginners slopes
- 'Snow-park' purpose built for snowboarders as well as skiers.



This exercise should help students understand the mountain environment in which winter sports take place.

Activity 27

Explain fully why winter sports holidays *appeal* to so many people.

Answers could include references to:

- the opportunity to try out a new sport
- to experience the mountain environment in winter
- the exhilaration of skiing and snowboarding
- to experience the Alpine culture
- to enjoy the winter sunshine
- something which the whole family can enjoy
- winter sports holidays are now easy to organise as self-packaged holidays

Activity 28

The country of New Zealand is a popular destination for adventure holidays.

Type '*Adventure holidays New Zealand*' into a search engine and you will find a great deal of information on a number of adventure holidays available.

Look through what is on offer from a number of *tour operators*.

1. Select an adventure holiday offered and say why it would appeal to you.
2. Select an adventure holiday offered and say why it might appeal to an older member of your family.
3. What one activity would you like to experience as part of your adventure holiday? Why does it appeal to you?
4. Suggest what activities you think you would not enjoy doing, and say why.

This search should provide students with a good range of adventure holiday options in New Zealand.

Activity 29

London is a popular city for short break holidays.

Plan a three day, two night visit to London, travelling by train from your home town. Use the template below as a starting point and add as much information as you can.

Day 1 Train departs at: Arrives London at: Visits to and costs: Accommodation:
Day 2 Visits to and costs: Accommodation:
Day 3 Visits to and costs: Train for return journey departs at: Arrive home at:

A budget could be included, or a number of ‘must do’s’ such as Madame Tussauds or the London Eye. www.thetrainline.com could be used to find times and costs of trains.

Activity 30

Suggest what would be the best choice of land transport for each of the customer groups below and for each give a brief reason for your choice. You can only use each type of transport once.

Car Coach Bus Train Taxi Underground Sightseeing bus

Customer group	Method of transport and reason
Mr and Mrs Jones are both 75 and would like to spend a week or so visiting places in Scotland.	Method: Coach tour Reason: Driving too tiring
Sandra and Joe are students and need to get to two attractions in London.	Method: Underground Reason: Cheap and reliable
Mr and Mrs Singh are visiting Paris for the first time and want to see as much of the city as possible.	Method: Sightseeing bus Reason: Easy to use and visits all major attractions – language commentaries available
Mrs Davies lives in Cardiff and has to attend a meeting in Bristol but she needs to work on the journey.	Method: Train Reason: Space to work
The Matthews family have three children and are going camping in Cornwall for their holiday.	Method: Car Reason: Luggage/equipment can be transported
Mr and Mrs Williams are staying in the USA with their daughter for a month and need to get all their luggage to the airport.	Method: Taxi Reason: Easier to transport luggage
Clare and Lizzie are staying in the city but want to get to the nearby seaside town for the day.	Method: Bus Reason: Cheap and reliable

Activity 31

Use websites to find out the cost of ferries between Dover and the French port of Calais, for dates in early August. The customer group is a family of four and they are travelling by car, returning after two weeks. Use the website www.pandoferries.com and www.seafrance.com

Also, find out the costs of ferries between Wales and Ireland in August.

Irish ferries could also be used. Pupils might benefit from being shown how to navigate the P&O website by teacher demonstration using an interactive whiteboard.

Activity 32

Fill in the missing words in the passage below.

Airports and airlines are *commercial* organisations aiming to make a profit.

Airlines make a profit through carrying passengers, whereas airports make a profit by charging airlines to land on the runways. These are known as *landing charges*.

At Heathrow the major airlines are the established '*full service*' carriers such as British Airways. At other UK airports the users include the *low cost* airlines such as Ryanair and easyJet.

Traditionally, major airlines such as *British Airways* and *Air France* were known as '*flag carriers*' and may have been publicly owned. Today these airlines are owned by private sector organisations.

All major airlines such as British Airways and Ryanair operate a *scheduled* service.

On popular *short haul* routes to destinations such as Paris and Barcelona, the prices charged by traditional airlines may be similar to those of the low cost carriers.

Low cost airlines do not fly on *long haul* flights to the USA and other destinations outside of Europe.

Low cost carriers have also had an impact on the operations of other travel and tourism organisations. More travellers are now able and prepared to book their flight directly with the carrier rather than using travel agents. Furthermore, airlines have been responsible for *self-packaging* which is where the traveller books their own flights, accommodation and other transport, rather than buying a traditional package holiday.

long haul, flag carriers, full service, landing charges,
self-packaging, scheduled, short haul, low cost,
commercial

Activity 33

On a blank map of the United Kingdom, mark the following major airports:

- London Heathrow
- London Gatwick
- London Stansted
- Birmingham
- Manchester
- Cardiff
- Newcastle
- Bristol
- Glasgow
- Belfast International
- East Midlands

Students will benefit from knowing the locations of at least some major airports, which could be set as an examination question.

Activity 34

A family living in Cardiff want to visit Disney in Paris for a short break. They have three children, one of which is a wheelchair-user. The children are aged 14, 12, and 11. The family has to choose when to go and what would be the best way to travel. Undertake some research and then explain the factors they need to consider in making their choice of method of travel to Paris.

Essentially the family can choose to fly or drive. Students could compare the costs of air travel to Paris from Cardiff or Bristol airports. They may be able to discover information relating to disabled passengers. Alternatively, the family could consider driving, using a cross-channel ferry.

Students could be given additional parameters such as the time of year of the visit and the budget available.

Activity 35

Answer the questions below about UK coastal tourist destinations.

1. Which major resort is in West Sussex? [Brighton](#)
2. Which major resort is on the Yorkshire Coast? [Scarborough](#)
3. Which major resort has a famous tower? [Blackpool](#)
4. About how many years ago did these resorts start to develop?
[200](#)
5. In which part of Wales is Llandudno? [North](#)
6. In which part of Wales is Tenby? [West](#)
7. Name one seaside resort in Cornwall [Newquay](#)
8. Name one National Park in England which has a coastal area.
[Exmoor](#)
9. Name the National Park in Wales which has a coastal area.
[Pembrokeshire Coast](#)
10. What is special about part of the Dorset Coast?
[It is a World Heritage Site](#)

Activity 36

On a blank map of the United Kingdom mark the coastal resorts and areas listed in the box below.

**Bournemouth, Brighton, Blackpool, Scarborough, Tenby, Llandudno,
The Pembrokeshire Coast, Exmoor, The Dorset Coast**

Students will benefit from being aware of the location of some of the major coastal resorts in the UK.

Activity 37

Answer the questions below about coastal areas in Europe.

1. About how many people each year visit the coastal areas around the Mediterranean Sea? **200 million**
2. Name two countries which have a coastline on the Atlantic Ocean.
France, Spain or Portugal
3. Name two coastal resorts in Spain.
Marbella, Benidorm
4. Name one Spanish 'costa'. **Costa del Sol or Costa Blanca**
5. Name one of the Balearic islands. **Majorca, Minorca or Ibiza**
6. Name one resort on the French 'Riviera'. **Nice or Cannes**
7. Name one island off the coast of Italy. **Sardinia or Sicily**
8. Name one island in Greece. **Kos**
9. Which Mediterranean island has historic connections to the UK?
Malta

10. On which coast is the area known as the Algarve? [Atlantic](#)
Activity 38

On a blank map of Europe mark the coastal resorts and areas listed in the box below.

**Costa del Sol in Spain, The Algarve in Portugal, Majorca, Malta,
The French Riviera, Corfu and Crete in Greece, Sardinia,
The Atlantic Coast of France, Croatia, Tunisia**

[Students will benefit from being aware of the location of some of the major coastal resorts in Europe.](#)

Activity 39

On a blank map of the United Kingdom, mark these important countryside destinations:

- The Brecon Beacons National Park
- Snowdonia National Park
- The Pembrokeshire Coast National Park
- The Lake District National Park
- The Peak District National Park
- The Yorkshire Dales National Park
- The Gower Coast
- The Heritage Coast of Dorset

[Students will benefit from being aware of the location of some of the countryside areas in the UK.](#)

Activity 40

Identify in which of the UK tourist cities in the box below can the major attractions be found.

Stratford-upon-Avon, Canterbury, Cambridge, London, Cardiff, Chester, Manchester

Attraction / facility	Tourist city
Old Trafford Stadium	<i>Manchester</i>
The Houses of Parliament	<i>London</i>
The Millennium Centre	<i>Cardiff</i>
The University Buildings	<i>Cambridge</i>
The City Walls	<i>Chester</i>
Shakespeare’s Birthplace	<i>Stratford-upon-Avon</i>
The Cathedral	<i>Canterbury</i>

Activity 41

Using the format on the page above, produce a ‘mini guide’ to a tourist city in Europe or the USA.

This could be presented as a display or leaflet.

Activity 42

Study the list of attractions in Cardiff and identify which tourist group they might appeal to most.

- A rugby match at the Millennium Stadium
- A visit to Techniquest
- A tour of Cardiff Castle
- A production at the Millennium Centre
- St David’s Hotel
- An evening at Mermaid Quay

Tourist Group	Attractions and facilities - Cardiff
Families	<i>A visit to Techniquest</i>
Young Adults	<i>An evening at Mermaid Quay</i>
Older Adults	<i>A production at the Millennium Centre</i>
Inbound tourists	<i>A tour of Cardiff Castle</i>
Business visitors	<i>St David’s Hotel</i>
Sports tourists	<i>A rugby match at the Millennium Stadium</i>

Complete the same exercise for another destination you have studied.

Activity 43

For the following list of different types of transport, say whether they are normally used to reach a destination, or to travel within a destination.

Type of transport	Used to get to a destination or within a destination?
Cable car	<i>Within the destination</i>
Cross-channel ferry	<i>To get to the destination</i>
Water taxi	<i>Within the destination</i>
Subway system	<i>Within the destination</i>
Short haul flight	<i>To get to the destination</i>
Taxi	<i>Within the destination</i>
Inter-city coach service	<i>To get to the destination</i>
Tourist sightseeing bus	<i>Within the destination</i>
Horse-drawn carriage	<i>Within the destination</i>
Inter-city train	<i>To get to the destination</i>

Activity 44

Answer true or false to the statements in the table below.

Statement	True or false
Durdle Door and the Giant’s Causeway are coastal features.	<i>True</i>
Cliffs, stacks and arches are associated with rivers.	<i>False</i>
Ben Nevis is in England	<i>False</i>
The Alps and Pyrenees are mountain ranges in France	<i>True</i>
Deserted beaches do not attract tourists	<i>False</i>
Mont Blanc is in France	<i>True</i>
A geyser is a volcanic feature	<i>True</i>
A volcanic eruption occurred in the Greek town of Pompeii	<i>False</i>
The River Rhine flows through Paris	<i>False</i>
Canyons and gorges are landforms related to rivers	<i>True</i>

You should have *false* for **five** of the statements. Write out what the correct statement should be.

Activity 45

Use www.photolibrarywales.com to find images of the different types of natural attraction in Wales:

- 2 different lakes
- 2 different mountains
- 1 waterfall
- 2 beaches
- 1 cliff
- 1 waterfall
- 1 cave

Students could be provided with maps of Wales to help them identify the major features.

Activity 46

Draw pictograms, representing the number of visitors, to show the relative importance of some of the attractions in the table below.

Attraction	TOTAL VISITS
Blackpool Pleasure Beach	5,500,000
British Museum - London	5,418,265
Natural History Museum - London	3,600,119
Tower of London	2,064,126
National Maritime Museum	1,695,739
St Paul’s Cathedral	1,623,881
Kew Gardens	1,427,096
Chester Zoo	1,335,773
Edinburgh Castle	1,229,703
London Zoo	1,132,366
Eden Project	1,128,107
Canterbury Cathedral	1,068,244
Houses of Parliament	994,926
Roman Baths & Pump Room, Bath	985,096
National Gallery Complex, Edinburgh	937,770
Stonehenge	869,432
York Minster	815,000

Source: Adapted from *The Association of Leading Visitor Attractions* www.alva.org.uk

Students could be asked to select 6 of the above attractions and draw appropriate symbols.

Activity 47

Explain why it is important for tourist destinations to have a wide range of accommodation.

Essentially, different types of accommodation are required to attract different types of tourist. Different costs of accommodation could be mentioned, business accommodation and group accommodation could also be referred to.

Activity 48

Using information from the tables below, explain why the climate of Barcelona is more appealing than the climate of Aberystwyth.

Aberystwyth, Wales					
Month	Average Sunlight hours	Average Minimum Temperature	Average Maximum Temperature	Average Precipitation	Wet Days (+2.5mm)
January	2	2	7	97	21
February	3	2	7	72	17
March	4	3	9	60	16
April	5	5	11	56	16
May	6	7	15	65	16
June	7	10	17	76	16
July	5	12	18	99	19
August	5	12	18	93	18
September	4	11	16	108	19
October	3	8	13	118	20
November	2	5	10	111	20
December	2	4	8	96	22
	Average 4	Average 6	Average 12	Total Precipitation 1051 mm	Total wet days 220

Barcelona, Spain					
Month	Average Sunlight hours	Average Minimum Temperature	Average Maximum Temperature	Average Precipitation	Wet Days (+2.5mm)
January	5	6	13	31	5
February	6	7	14	39	5
March	6	9	16	48	8
April	7	11	18	43	9
May	8	14	21	54	8
June	9	18	25	37	6
July	10	21	28	27	4
August	9	21	28	49	6
September	7	19	25	76	7
October	5	15	21	86	9
November	4	11	16	52	6
December	4	8	13	45	6
	Average 6.5	Average 12.5	Average 19.5	Total Precipitation 587 mm	Total wet days 79

The differences between the climate characteristics for the two destinations for the main tourist season have been identified. Students should concentrate on these differences to explain the appeal.

Activity 49

Identify the tourist activities from the list below which would be associated with the culture and heritage of a destination.

- Eating a traditional food speciality of the destination
- Visiting a cinema in the evening
- Enjoying a Jacuzzi in a hotel
- Visiting a local market
- A tour of the site of a famous battle
- A day at a theme park
- A visit to a cathedral at the destination
- Visiting the birthplace of a famous writer

<i>Eating a traditional food speciality of the destination</i>
<i>Visiting a local market</i>
<i>A tour of the site of a famous battle</i>
<i>A visit to a cathedral at the destination</i>
<i>Visiting the birthplace of a famous writer</i>

Activity 50

Use the Website www.visitcardiff.com to find out about the events and entertainment which is available.

Choose a Saturday in a few weeks time and see what is available that night and in the following week.

Activity 51

Summarise the positive and negative impacts of tourism in the table below.

<p>A positive economic impact:</p> <p>Tourism generates income for businesses and different jobs.</p>
<p>A negative economic impact:</p> <p>The price of many goods and services are increased for local people.</p>
<p>A positive environmental impact:</p> <p>Former industrial sites have been preserved and cleaned up.</p>
<p>A negative environmental impact:</p> <p>Transport produces fumes and emissions which harm the environment.</p>
<p>A positive social impact:</p> <p>Tourists learn about other cultures and societies.</p>
<p>A negative social impact:</p> <p>There can be conflict between tourists and local people.</p>
<p>A positive cultural impact:</p> <p>Tourism can help preserve traditional crafts and customs.</p>
<p>A negative cultural impact:</p> <p>The spread of global restaurant and fast food chains.</p>

Activity 52

Add the correct answers in the boxes below

- MacDonald’s
- Staying at a local pub
- Buying food from a farmers market
- Having a drink in a village teashop
- Putting boardwalks across sand dunes
- Supporting a local festival
- Having horse-riding lessons from a local instructor

An example of ‘buying local’	<i>Buying food from a farmers market</i>
An example of a multi-national chain	<i>MacDonald’s</i>
An example of ecological sustainability	<i>Putting boardwalks across sand dunes</i>
An example of ‘staying local’	<i>Staying at a local pub</i>
An example of ‘eating local’	<i>Having a drink in a village teashop</i>
An example of cultural sustainability	<i>Supporting a local festival</i>
An example of economic sustainability	<i>Having horse-riding lessons from a local instructor</i>

Activity 53

Investigate the website: www.visitwales.co.uk This is the main site used to attract people to visit Wales.

Suggest five ways in which the website encourages people to visit Wales.

Say what you think of the video clips.

Activity 54

Using weekend newspapers and tour operators brochures collect examples of:

- An advertisement produced by a tourist board for a destination
- A page from a tour operators brochure promoting a destination, not just a particular hotel
- An article written by a travel journalist about a particular destination
- An advertisement for an attraction rather than a destination

Students could present these in a display.

