



# Lesson Plan: Travel and Tourism

**Time required for this lesson**  
**60 minutes**

## Aim of the lesson

To introduce students to the Travel and Tourism occupational sector.

## Learning outcomes

By the end of this lesson students should:

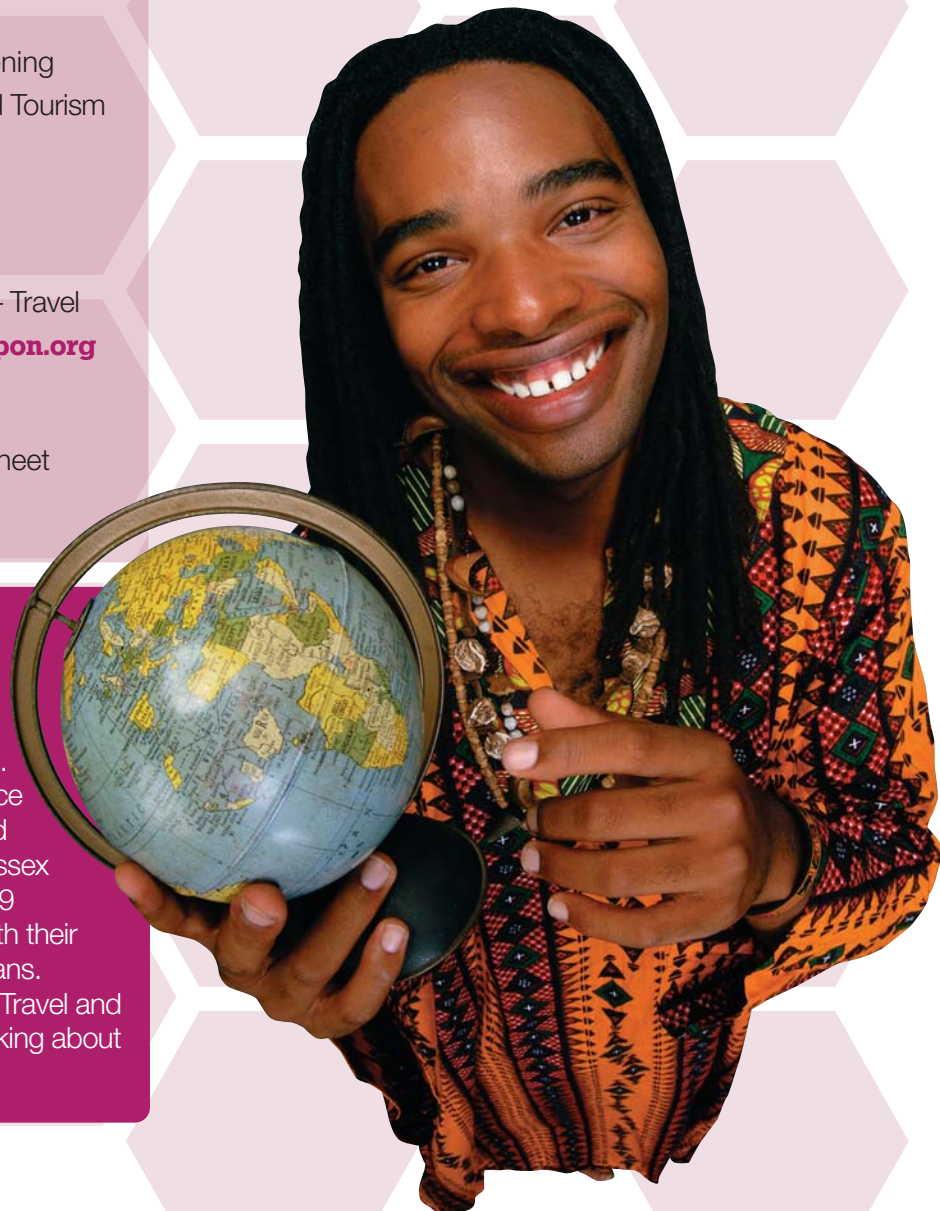
- have a greater understanding of the range of jobs in the Travel and Tourism occupational area and the skills and qualities required to carry out these jobs
- have some experience of writing job adverts for travel and tourism related jobs
- have a greater awareness of what is happening nationally and locally in the area of Travel and Tourism

## Resources required for this lesson

- 'Working in Essex, Southend and Thurrock – Travel and Tourism' leaflet obtained from [www.stepon.org](http://www.stepon.org)
- Making Decisions – Teachers Notes
- Picture Matching Worksheet and Answer Sheet
- Travel and Tourism Quiz and Answer Sheet

## Introduction

Explain to the students that this collection of labour market leaflets has been produced by Connexions and the Learning and Skills Council. It is intended to be used as an information, advice and guidance resource to help them understand more about the trends in the labour market in Essex and to support the introduction of the new 14-19 Diplomas. Its ultimate aim is to help students with their decision-making regarding their future career plans. This lesson is all about the occupational area of Travel and Tourism and can support students who are thinking about doing the Diploma in Travel and Tourism.



## Activity 1

### Making Decisions (10 minutes)

#### Teachers Notes: Making Decisions

Display around the classroom the names of the six different holiday destinations detailed in 'Teachers Notes'. Ask the pupils to think about the destination that they would choose for a holiday and go and stand by it.

Once the students are standing by their chosen holiday destination read out the information in 'Teachers Notes' which gives a description of the holiday destination that they have chosen. Once they have heard this information ask the pupils to re-assess their choice of holiday destination and go and stand by the holiday that they would now like to go on.

Discuss with the class why some of them had changed their mind about their holiday destination. What led them to do this (e.g. a destination that may have initially seemed attractive maybe less so when further information about the holiday was provided).

Emphasise how important it is to obtain all the facts before a decision is made rather than making an impulsive decision based on no information at all.

## Activity 2

### Picture Matching (10 minutes)

#### Worksheet: Picture Matching and Answer Sheet

Working in pairs or small groups hand out 'Picture Matching Exercise Worksheet'. Explain to the class that the pictures show a range of jobs in the Travel and Tourism industry. Ask the students to look at the pictures and write down the job title and then discuss and record as many skills and qualities that they think would be needed for each of the jobs.

Once the students have completed this, you can use the 'Picture Matching Answer Sheet' to go through the jobs and skills and qualities for each job with them. Get some feedback from the class about any similar skills and qualities that are required for a number of the jobs and those that are very specific for each job.

You could also ask the class if anybody is considering going into a career in the Travel and Tourism industry and what skills and qualities they have that are suited to this area of work.

## Activity 3

### Design a Job Advert (20 minutes)

Divide the class into six groups. Explain to the class that each group has to design a job advert for one of the jobs that has been discussed in Activity 2. You can

either allocate the jobs to each group or each group can choose a job for this activity. The job that they have been given is to go into the local newspaper this week. Each group must ensure that the advert includes:

- job title
- job location
- description of business/organisation
- outline of job role and purpose
- outline of ideal candidate profile
- indicate qualifications and experience required
- salary or salary guide
- whether the role is full-time or permanent or a short-term contract
- response deadline and application instructions
- contact details as necessary, for example, address, phone, email, etc.

Once they have designed their job advert get each group to present their advert to the rest of the class. Students can then have the opportunity to ask questions about the job and give their views and opinions on the advert.

## Activity 4

### Travel and Tourism Quiz (15 minutes)

#### Worksheet: Travel and Tourism Quiz and Answer Sheet

Pupils will need a copy of the 'Working in Essex, Southend and Thurrock – Travel and Tourism' leaflet to be able to find the answers to the quiz.

The pupils can work on their own or in pairs to complete the quiz.

Give the pupils 10 minutes to complete the quiz and then spend the last five minutes going through the answers.

## Plenary (5 minutes)

Ask pupils to work in pairs and talk to their partner about the holiday destination that they would love to go to and why. Ask them to think about the type of holiday (beach, skiing, activity, spa). Get some feedback from the group about their holiday destination and see which types of holiday are the most popular.

End the session by going back over the aims and learning outcomes of the lesson with the students and asking them if they have any questions about anything that they have done.

# Activity 1

## Teachers Notes

Put up around the classroom six A4 sheets of paper each showing one of the following holiday destinations:

Australia, Borehamwood, Northern France, Barbados, North London, The Seychelles

Ask the pupils to go and stand by the holiday destination that they would like to go to.

When they are standing by their chosen holiday destination read out the following information about their holiday:

### **AUSTRALIA**

Working in a slaughter house for sheep

### **BOREHAMWOOD**

Working with the cast and crew on the set of Eastenders

### **NORTHERN FRANCE**

A visit to Euro Disney

### **BARBADOS**

Packing sugar cane in a factory

### **NORTH LONDON**

Training with either Tottenham or Arsenal Football Club

### **THE SEYCHELLES**

Cleaning public lavatories

Now ask the students to re-assess their choice of holiday destination and move if they want to.

Have a discussion with the class on what led them to make their final choice of holiday destination.

# Activity 2

## Picture Matching - Worksheet

Picture 1



Picture 2



Picture 3



Picture 4



Picture 5



Picture 6



# Activity 2

## Picture Matching - Answer Sheet

**Picture 1**



### **Travel Agent • Skills and qualities:**

- be confident and outgoing
- have a good telephone manner
- have good ICT skills
- be able to work quickly and accurately
- have an interest in travel, people and other countries.

**Picture 2**



### **Tourist Information Centre Assistant • Skills and qualities:**

- to be well organised
- to be helpful and a good communicator
- curiosity and patience
- to keep up with developments in travel and tourism.

**Picture 3**



### **Tourist Guide • Skills and qualities:**

- good communication skills
- get on well with people
- knowledge of another language

**Picture 4**



### **Rail Travel Assistant • Skills and qualities:**

- to be helpful and a good communicator
- able to work under pressure and to concentrate on the job in hand
- willing to do shift work, including evenings and weekends
- good at dealing with people.

**Picture 5**



### **Resort Representative • Skills and qualities:**

- to be helpful and a good communicator
- able to work under pressure and to concentrate on the job in hand
- willing to work unsociable hours
- good at dealing with people.
- foreign language skills are useful

**Picture 6**



### **Outdoor Activities Instructor • Skills and qualities:**

- to be responsible, reliable and safety-conscious
- fitness and stamina
- competence in various activities
- organisational and leadership skills
- good communication skills and the ability to motivate people
- to be calm in an emergency
- the ability to work in a team
- to be happy to work in all weathers.

# Activity 4

## Travel and Tourism Quiz - Worksheet

Using the 'Working in Essex, Southend and Thurrock Travel and Tourism' leaflet have a go at answering the questions below.

1. How much money does the East of England's tourism contribute to the economy?

2. What attractions does Essex offer?

3. What areas are diversifying into the leisure and tourism industries?

4. What is the average annual salary for a Travel Agency Manager in the UK?

5. How many jobs are likely to be created as a result of London being awarded the 2012 Olympic Games?

6. What is the name of the Apprenticeship programme that is being used as a route into working in this sector?

7. Name some of the skills that it would be useful to have to work in the travel and tourism industry?

8. What is the website address for Sector Skills Council for the hospitality, leisure, travel and tourism industries?

# Activity 4

## Transport and Logistics Quiz – Answer Sheet

Using the 'Working in Essex, Southend and Thurrock Travel and Tourism' leaflet have a go at answering the questions below.

1. How much money does the East of England's tourism contribute to the economy?

£4 billion

2. What attractions does Essex offer?

Coastal resorts, museums, market towns, gardens, shopping

3. What areas are diversifying into the leisure and tourism industries?

Farming, other land-based industries

4. What is the average annual salary for a Travel Agency Manager in the UK?

£24,604

5. How many jobs are likely to be created as a result of London being awarded the 2012 Olympic Games?

12,000

6. What is the name of the Apprenticeship programme that is being used as a route into working in this sector?

Travel Training Programme

7. Name some of the skills that it would be useful to have to work in the travel and tourism industry?

Good communication skills, enjoy working with people, stamina and enthusiasm, good at problem solving

8. What is the website address for Sector Skills Council for the hospitality, leisure, travel and tourism industries?

[www.people1st.co.uk](http://www.people1st.co.uk)

## Notes