

## Teacher Guides to support the Diploma and other related Travel & Tourism qualifications

For the training module that supports this guide go to:  
<http://www.onlinetraveltraining.co.uk/portugal.aspx>

### PORTUGAL – be a Portugal specialist!

To access additional information and resources on Portugal, click on **Multimedia**.

Click on the icons to access a vast range of extra multimedia resources. It is suggested that students start by watching the two introductory videos on Portugal which can be played or downloaded at <http://www.visitportugal.com/pturismo/Downloads/download.aspx?tipo=3> Students can also download National, Tourist and Regional maps, and a city map of Lisboa (Lisbon) at <http://www.visitportugal.com/pturismo/Downloads/download.aspx?tipo=1>



Module headings	Contents	Curriculum support and suggestions for teachers
<b>Portugal – an Introduction</b>	<p><b>Introduction</b> to the history and tourism development of Portugal, and the importance of British visitors.</p> <p><b>Tourist Regions</b> – the seven tourist regions</p> <p><b>Climate</b> – an overview of the climate of Portugal and how geography affects the climate of the regions</p> <p><b>Getting There</b> – Tour Operators</p> <p>By air</p> <p>By sea</p> <p>By land</p> <p><b>Getting Around</b> –</p> <p>By air</p> <p>By road</p> <p>By rail</p> <p>By coach</p> <p><b>Accommodation – where to stay</b></p> <p>A range of options</p> <p>Accommodation classifications – quality assurance</p> <p><b>Essentials</b></p>	<p>This module could be used as a destination introduction for a range of T&amp;T qualifications at levels 1-3, including the Diploma, BTEC, City &amp; Guilds and OCR qualifications.</p> <p><b>Foundation Diploma in T&amp;T</b> Topics: Destinations; Planning Journeys</p> <p><b>Higher Diploma in T&amp;T</b> Topic: Destinations</p> <p><b>Advanced Diploma in T&amp;T</b> Topic: Destinations and Cultures</p> <p>By using the vast range of multimedia resources, a much wider range of topics could be covered, including: image and perception; promotion and sales; the customer experience.</p> <p><b>BTEC Firsts</b> European Holiday Destinations</p> <p><b>BTEC Nationals</b> The European Travel Market Tourism in Rural Areas</p>

	<p>Money matters; visas; time zones and useful information</p> <p><b>Portugal Tourism</b> – do the test and see what you've learned!</p>	<p><b>City &amp; Guilds First Diploma/Certificate</b>  Transportation for Travel and Tourism  Promotional Materials for Travel and Tourism  <b>OCR Nationals</b>  Investigating tourist destinations  Investigating package holidays (tour operations)  The effects of travel and tourism on a community</p> <p><b>Student Activities</b></p> <ol style="list-style-type: none"> <li>1. Look at the introductory videos and read the introduction to Portugal, and any other relevant sources of information, and write a brief introduction to Portugal that could be an opening page of a package holiday brochure or tourist guide</li> <li>2. How many tourist regions are there in Portugal? Write a brief introduction to three contrasting regions eg coastal, island, rural</li> <li>3. Using the information provided in the training course and other sources of information you can find, produce a holiday itinerary for four different clients eg a family of four wanting a 1 week seaside package holiday; an over 60s couple travelling independently; a business person on a 4 day conference in Lisbon; 2 large families wanting a rural holiday</li> <li>4. Produce a Portugal visit fact-sheet (no more than 1 side of A4)</li> <li>5. Portugal is famous for its Pousadas – using the information in the last training module, produce a presentation which explains and markets the Unique Selling Points(USPs) of Pousadas</li> </ol>
<p>You have a choice of seven tourist regions to choose from. It will depend on what kind of holiday or visit people want to make – quiet countryside or busy seaside resort; cultural visit or golfing holiday – the choice is yours! As an</p>		

example, this teacher guide will use:		
<p><b>ALGARVE</b></p>	<p><b>Introduction:</b>  <b>Essential landmarks</b> – on Portugal’s southernmost coastline  <b>Geography and Location</b>  <b>Landscape</b>  <b>Climate</b>  <b>Transport</b></p> <p><b>Getting there</b> – tour operators; getting there by air  <b>Getting around</b> – by road, train bus  <b>Excursions</b>  <b>Getting there by train</b>  <b>Accommodation</b> – introduction; hotels and resorts; villas and apartments; pousadas; manor houses; Solares de Portugal; Casas Antigas; Quintas e Herdades; Casas Rusticas;  <b>Rural Tourism</b></p> <p><b>Key Selling Points:</b>  <b>Action Holidays</b>  <b>Natural Assets</b>  <b>Heritage</b>  <b>Special Events</b>  <b>Key UK Market types:</b> Families; Sporty Types; Romantics; Culture Vultures; Shopaholics; Gourmands</p> <p><b>Are you an Algarve specialist?</b> – do the test and see what you’ve learned!</p>	<p>This module could also be used for more of detailed look at a European regional destination for a range of T&amp;T qualifications at levels 1-3, including the Diploma, BTEC, City &amp; Guilds and OCR qualifications. Each of the seven tourist regions of Portugal also offer the opportunity to look at specialist holidays, types of tourism markets, specialist holidays, rural tourism, active holidays and types of accommodation – and to investigate issues and challenges to destinations:</p> <p><b>Foundation Diploma in T&amp;T</b>  Topics: Destinations; Planning Journeys  <b>Higher Diploma in T&amp;T</b>  Topic: Destinations; promotion and sales; the customer experience  <b>Advanced Diploma in T&amp;T</b>  Topic: Destinations and Cultures; environmental influences; image and perception; changes and trends</p> <p>For additional information on the Algarve region, go to Multimedia:</p> <ul style="list-style-type: none"> <li>• look at the two videos which are available</li> <li>• download the brochures on the Algarve</li> <li>• download Map of the Algarve</li> <li>• download superb free Images of Portugal at:  <a href="http://www.imagesofportugal.com/main.php">http://www.imagesofportugal.com/main.php</a></li> </ul> <p><b>Student Activities</b> (each of these activities could be used for the other tourist regions of Portugal)</p> <ol style="list-style-type: none"> <li>1. Look at the variety of transport methods and destinations available to visitors to the Algarve – what impact might visitors and the type of transport they choose affect the environment?</li> <li>2. Describe the meaning of ‘environmentally friendly’ tourism as it applies to the Algarve?</li> </ol>

		<ol style="list-style-type: none"> <li>3. Describe the actual or potential positive and negative socio-cultural impacts of tourists to the Algarve</li> <li>4. Describe how golfing holidays to the Algarve are promoted</li> <li>5. Explain the type, cost and relative convenience of different types of transport options for people travelling to the Algarve and getting around in the Algarve region</li> <li>6. Make a list of 20 unique qualities of the Algarve that would attract tourist, and explain why they would be appealing to British tourists</li> </ol>
<b>POUSADAS DE PORTUGAL – living history hotels</b>	<p><b>Unique places: a special experience</b>  <b>Exclusive flavours and aromas</b>  <b>The best tradition</b>  <b>The Pousadas concept</b>  <b>Personalised service</b>  <b>4 Themes of Pousadas</b></p> <p><b>What have you learned about Pousadas?</b> – do the test and find out!</p>	<p>Pousadas are types of accommodation very special to Portugal.</p> <p><b>Student Activity</b>  Your task is to produce a presentation which tells a prospective customer all they need to know about Pousadas. You need to outline the USPs of Pousadas and make sure that the customer understands their concept. Use sights and sound to illustrate your presentation.</p>

Other sources of information:

<http://www.visitportugal.com/Cultures/EN-US/default.html> - Portugal Official Tourism website

<http://www.portugal.com/> - Holidays to Portugal

<http://www.portugal-info.net/> - Information on Portugal

<http://www.flytap.com/UK> - TAP Portugal official site for flights with the national carrier

<http://www.worldisround.com/browse/WesternEurope/Portugal/> - free images of Portugal to download