



CASE STUDY

Students ferry across the Mersey

BTEC First Diploma and BTEC National Diploma
Travel and Tourism

“We visited some of the most popular attractions in Liverpool.”

Introduction

Thirty-six first year BTEC Travel and Tourism students at Braintree College experienced the sights and sounds of Liverpool during a three-day visit to the 2008 European City of Culture in October. The First Diploma and National Diploma students saw a range of attractions including the Mersey Ferry, Merseyside Maritime Museum and Albert Dock.

Achievement

Travel and Tourism lecturer Desmond McGuinness said: “The students stayed at the local four-star youth hostel and visited some of the most popular attractions in Liverpool. They saw one of Antony Gormley’s iron sculptures set into the sands on Crosby Beach - the exhibition, entitled ‘Another Place’, comprises one hundred statues looking out to sea. They also enjoyed the West End production ‘Footloose’ at the Empire Theatre, the largest two tier theatre in the UK. As Travel and Tourism students they are expected to be familiar with the local transportation systems so we took the Mersey Ferry and travelled on Merseyrail. We had a busy itinerary which also included a ghost walk in old haunted Liverpool, a lecture at the Maritime Museum and a visit to the prestigious new Liverpool One shopping complex. Desmond continued: “We were pleased with the students’ behaviour during the trip and especially so at the theatre when during the interval I was asked by a local person which private college they were from and advised that I should be proud of their smart dress and good behaviour!”

The Future

The students will complete assignments based on this visit and use the experience to enhance their knowledge and understanding of the UK tourism industry.

