



OVERVIEW

Students will investigate how organisations use market research to identify travel and tourism trends and understand customer needs and preferences. They will explore how these needs are met and how travel planning caters to them. They will cover factors influencing global travel, responses by organisations and destinations, and the impacts of tourism. Students will learn how destinations manage tourism impacts and promote sustainable tourism development.

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Component 2
Customer Needs in Travel and Tourism

Pearson Set Assignment internal assessment

Assessment:

PSA internal
assessment –
Component 2
(30% of final grade)

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Component 3 - Influences on Global Travel and Tourism

Essential Content A - Factors that influence global travel and tourism

A1 Factors influencing global travel and tourism

A2 Response to factors

Essential Content B - Impact of travel and tourism and sustainability

B1 Possible impacts of tourism

B2 Sustainable tourism

B3 Managing sociocultural impacts

B4 Managing economic impacts

B5 Managing environmental impacts

Essential Content C - Destination management

C1 Tourism development

C2 The role of local and national governments in tourism development

C3 The importance of partnerships in destination management

Assessment:

Mock assessments

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Component 3
Influences on Global Travel and Tourism

External assessment – 2 hour written assessment

Assessment:

2 hour external
written assessment
(40% of final grade)

Useful resources for supporting your child at home:

- Pearson BTEC Tech Award Level 1 / 2 Travel and Tourism Student Book.

Homework:

- Practice PSAs
- Practice exam paper questions