



**OVERVIEW**

Students will explore UK travel and tourism organizations, their ownership, aims, key products, and services, and how they collaborate. They will examine the impact of consumer technologies on the industry. Students will learn about various types of tourism and visitors, and investigate popular tourist destinations and their features. This course offers a comprehensive introduction to the dynamic world of travel and tourism.

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**Component 1 - Travel and Tourism Organisations and Destinations**

**Learning Outcome A**

Demonstrate an understanding of the UK travel and tourism industry

A1 The major components of the UK travel and tourism industry

A2 The ownership and aims of travel and tourism organisations and how they work together

A3 The role of consumer technology in travel and tourism

**Assessment:**

Mock PSAs

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**Component 1**

**Travel and Tourism Organisations and Destinations**

Pearson Set Assignment internal assessment

**Assessment:**

PSA internal assessment – Component 1  
(30% of final grade)

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**Component 2 - Customer Needs in Travel and Tourism**

**Learning Outcome A** - Demonstrate an understanding of how organisations identify customer needs and travel and tourism trends

A1 Types of market research

A2 How travel and tourism organisations may use market research to identify customer needs and preferences

A3 How travel and tourism organisations may use research to identify travel and tourism trends

**Learning Outcome B** - Recognise how the needs and preferences of travel and tourism customers are met

B1 Customer needs and preferences

B2 How travel and tourism organisations provide different products and services to meet customer needs and preferences

B3 Customer needs and different types of travel

B4 Travel planning to meet customer needs and preferences

**Assessment:**

Mock PSAs

**Useful resources for supporting your child at home:**

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

**Homework:**

- Practice PSAs