



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

Learning Outcome B

Explore popular visitor destinations

B1 Visitor destinations

B2 Different types of tourism and tourism activities

B3 Popularity of destinations with different visitor types

B4 Travel options to access tourist destinations

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)

Sum

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