

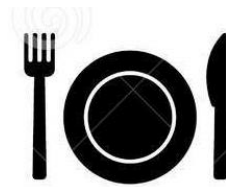
Travel and Tourism – Year 9

Component 1: Travel and Tourism Organisations and Destinations



1. Major components of the UK travel and tourism industry.

What are the major components of the UK travel and tourism industry, their roles, and products and services?



2. The ownership and aims of organisations and how they work together

How are an organisations aims related to the products and services they offer?



3. The role of consumer technology in travel and tourism

How is technology used in travel and tourism, and what are the advantages and disadvantages?



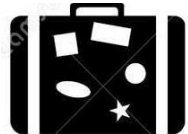
5. Different types of tourism and tourism activities

What does tourism mean and how can we categorise it?



4. Visitor Attractions

What different features can be found in different types of visitor attractions?



6. Popularity of destinations with different visitor types.

What are the different types of visitor, and which popular visitor destinations are suitable for them?



7. Travel options to access tourist destinations

What transport options are available for tourists to access different tourist destinations.



8. Official Assessment Point

Apply your knowledge of the unit with a set of coursework tasks set by the exam board. Roughly 1/3 of your total end-of-course grade

Travel and Tourism – Year 10

Component 2: Customer needs in Travel and Tourism



1. Types of market research

What are the different types of market research used by different organisations?



2. The use of market research for needs and preferences

How do organisations use market research to identify customer needs and preferences?



3. The use of market research for tourism trends

How do organisations use market research to identify tourism trends?



5. Products and services provided to meet customer needs and preferences

What products and services are provided to meet the expectations of customers.



4. Customer needs and preferences

What needs, preferences and considerations do different customers require on their trip?



6. Customer needs and different types of travel

What are the characteristics of different types of travel available?



7. Travel planning to meet customer needs and preferences

What sources of information help with planning holidays, and are they reliable?



8. Official Assessment Point

Apply your knowledge of the unit with a set of coursework tasks set by the exam board. Roughly 1/3 of your total end-of-course grade

Travel and Tourism – Year 11

Unit 3: Influences on Global Travel and Tourism



1. Factors influencing global travel and tourism

What factors can affect travel around the world?



2. Responses to factors

How do organisations respond to travel factors to minimize their impact?



3. Assessment Point

Apply your knowledge of the entire course with a written exam paper.