

TRAVEL AND TOURISM

Key Stage 4

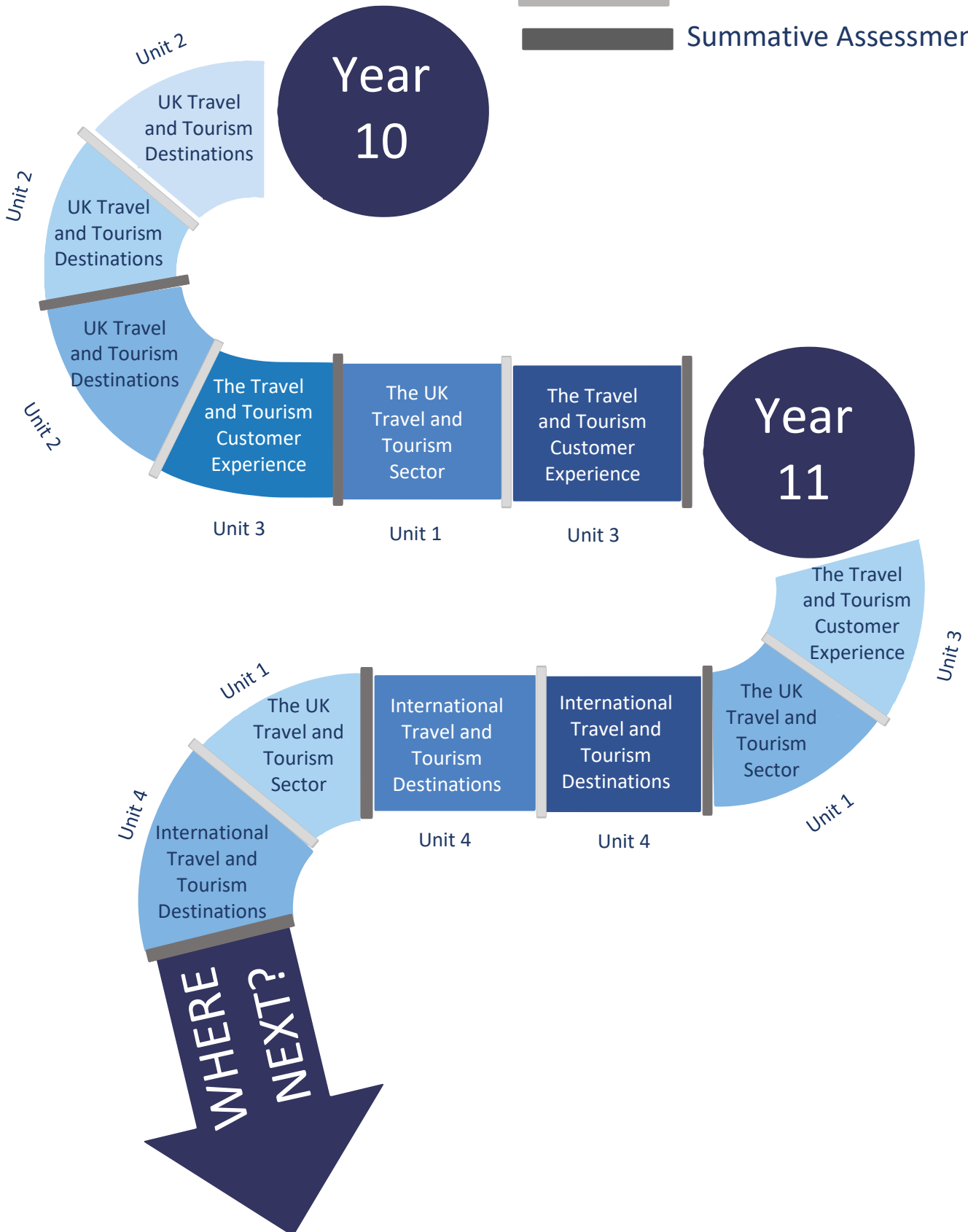
Key



Formative Assessments



Summative Assessments





Component

Key Themes of Component

Component 1 Travel and Tourism Organisations and Destinations

Learning outcome A1:
Types of accommodation providers and their products and services
Types of transport operators and their products and services
Types of visitor attractions and their products and services
Types of tour operators and their products and services
Types of travel agents and their products and services
Types of tourism promotion and their products and services
Types of ancillary services and their products and services

Learning outcome A2:
Ownership of travel and tourism organisations
Aims of travel and tourism organisations
How travel and tourism organisations work together
The reasons travel and tourism organisations work together

Learning outcome A3:
Types of consumer technology used by organisations in travel and tourism
Reasons why travel and tourism organisations offer consumer technology
Advantages and disadvantages of consumer technology for customers

Learning outcome B1:
Types and features of visitor destinations

Learning outcome B2:
Types of tourism
Reasons for travel

Learning outcome B3:
Popularity of destinations with different visitor types

Learning outcome B4:
Travel options to access tourist destinations/Modes of transport
Transport facilities and their hubs and gateways
Suitability of travel routes

FORMATIVE/SUMMATIVE ASSESSMENT

Component 2 Customer needs in Travel and Tourism

Learning outcome A1:
Types of Market Research;
Advantages and disadvantages of primary research
Advantages and disadvantages of secondary research

Learning outcome A2:
How travel and tourism organisations may use market research to identify customer needs and preferences
Types of customers and range of needs
Market segments and target markets
Inform product development
Product development
Measuring customer satisfaction

Learning outcome A3:
How travel and tourism organisations may use research to identify travel and tourism trends
Visitor numbers, types and the changing popularity of holiday types and destinations
Changes to booking methods
Transport trends and spending behaviours
Changing trends in health, leisure and sport
Increasing cultural/environmental awareness

Learning outcome B1:
Customer needs and preferences
Customer travel and needs and desirable preferences

Learning outcome B2:
How travel and tourism organisations provide different products and services to meet customer needs and services

Learning outcome B3:
Customer needs and different types of travel – Leisure, corporate, specialist, VFR, day trips travel

Learning outcome B4:
Travel planning to meet customer needs and preferences –needs and preferences, using sources of information

FORMATIVE/SUMMATIVE ASSESSMENT

Component 3

Learning outcome A1:
Factors influencing global travel and tourism – economic, political, natural, media, safety and security and health risk factors

Learning outcome A2:
Response to Factors – Travel and tourism organisations, Government – local, regional and national, and voluntary organisations

Learning outcome B1:
Possible impacts of tourism – sociocultural, economic, environmental

Learning outcome B2:
Sustainable tourism – aims to protect, provide, and create

Learning outcome B3:
Managing sociocultural impacts

Learning outcome B4:
Managing economic impacts

Learning outcome B5:
Managing environmental impacts

Learning outcome C1:
Tourism Development – stages, emerging destinations, characteristics, mature destinations

Learning outcome C2:
The role of local and national governments in tourism development

Learning outcome C3:
The importance of partnerships in destination management – Types, advantages, disadvantages

FORMATIVE/SUMMATIVE ASSESSMENT