

Term	Unit	Assessment
AUTUMN	Component 1: Travel and Tourism Organisations and Destinations LEARNING AIM A A1 The major components of the UK travel and tourism industry ● Accommodation providers ● Transport operators ● Visitor attractions ● Tour operators ● Travel agents ● Tourism promotion ● Ancillary services A2 The ownership and aims of travel and tourism organisations and how they work together Ownership of travel and tourism organisations ● Private – main aim is to make a profit: ● Public – main aim is to provide public ● Voluntary – main aim is to create social Common aims of UK travel and tourism organisations ● Common financial aims ● Common strategic aims Travel and tourism organisations working together ● Interrelationships ● Interdependencies ● Ways of working together include: ● Examples of travel and tourism organisations working together ● Reasons for working together A3 The role of consumer technology in travel and tourism Types of consumer technology ● Reasons travel and tourism organisations offer consumer technology ● Advantages and disadvantages for customers and organisations of consumer Technology	Component 1 is internally assessed and externally moderated through a Pearson Set Assignment (PSA)
SPRING	Component 1: Travel and Tourism Organisations and Destinations	End of Term Test

	LEARNING AIM B B1 Visitor destinations ● Types of visitor destination: ● Features of destinations: B2 Different types of tourism and tourism activities ● domestic tourism ● inbound tourism ● outbound tourism ● Leisure tourism ● Business tourism B3 Popularity of destinations with different visitor types ● Visitor types B4 Travel options to access tourist destinations ● Modes of transport: ● Transport hubs and gateways: ● Suitability of travel routes, relating to:	
SUMMER	Component 2: Customer Needs in Travel and Tourism Learning outcome A: A1 Types of market research ● Advantages and disadvantages of a range of primary research methods: ● Advantages and disadvantages of a range of secondary research methods: A2 How travel and tourism organisations may use market research to identify customer needs and preferences ● identify types of customers and a range of customer needs – needs of families with children, solo travellers, leisure travellers, business travellers ● identify market segments and target markets – by age, gender, lifestyle, geographical location ● inform product development – adaptation of products and services to meet	Component 2 is internally assessed and externally moderated through a Pearson Set Assignment (PSA)

	new or changing customer needs; developing new products and services ● measure customer satisfaction – to encourage customer loyalty and respond to feedback. A3 How travel and tourism organisations may use research to identify travel and tourism trends ● visitor numbers by type – domestic, inbound, outbound visitor, and reason for travel – business, leisure, visiting friends and relatives (VFR) ● visitor numbers and access to new and emerging destinations ● changing popularity of different holiday types/destinations ● changes to booking methods/communications ● changing transport trends ● customer spending behaviour on holiday ● increasing environmental/cultural awareness ● changing trends in leisure, health and sport.	
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Term	Unit	Assessment
AUTUMN	COMPONENT 2 Learning outcome B: B1 Customer needs and preferences ● Customer travel and needs. ● Desirable preferences. B2 How travel and tourism organisations provide different products and services to meet customer needs and preferences ● Products and services offered. B3 Customer needs and different types of travel ● Leisure travel – travelling for pleasure, enjoyment, relaxation or special interests. ● Corporate travel – associated with work or a job but it will take place away from the usual place of work. ● Specialist travel – this is usually linked with a hobby, sport, interest or to meet specific needs of the type of customer. ● Visiting Friends and Relatives (VFR). ● Day trips – visits that do not involve an overnight stay. B4 Travel planning to meet customer needs and preferences ● Travel planning. ● Travel plan. ● Breakdown of costs and total cost. ● Additional information.	PSA
SPRING	COMPONENT 3 Learning Outcome A: Factors that influence global travel and tourism ● exchange rates ● visitor numbers ● employment data ● data on endemic infectious diseases.	Externally assessed Component Possible January sitting of external exam for Comp 3

	A1 Factors influencing global travel and tourism ● Economic factors ● Political factors ● Natural factors ● Media factors ● Safety and security factors ● Health risk factors – an understanding of the A2 Response to factors ● Travel and tourism organisations – an understanding of possible responses. ● Government: local, regional, national ● Voluntary organisations	
SUMMER	B Impact of travel and tourism and sustainability B1 Possible impacts of tourism ● Sociocultural impacts of tourism ● Economic impacts of tourism ● Environmental impacts of tourism B2 Sustainable tourism ● What is sustainable tourism? ● The aim of sustainable tourism is to increase B3 Managing sociocultural impacts ● visitors can be educated. ● transport and essential infrastructure can be established/improved to benefit local people/communities ● local communities can be consulted/involved in the decision-making stage of tourism development ● local communities have a share or ownership of a resort/lodge and provide staffing ● taxes are imposed on incoming visitors and the money raised used for community projects. B4 Managing economic impacts	Externally assessed unit

	● tourism can provide employment and training opportunities for local people, and give them access to higher-paid jobs ● visitors can be encouraged to support local communities by buying local produce, crafts and food, and using local transport ● governments can restrict the involvement of foreign-owned companies, all-inclusive resorts and foreign staff to benefit the local economy; have tourist prices and local prices ● visitor spend can be increased and retained by encouraging overnight stays, longer breaks, local currency schemes. B5 Managing environmental impacts ● visitors can be managed. ● traffic can be managed: ● visitors are encouraged to use alternate types of transport – hybrids, green and electric-powered transport ● planning is controlled ● visitors are educated ● resources are controlled responsibly, including waste management, energy and water supplies – restricting fountains and water features that do not recycle water, limit the amount of pools ● natural areas vulnerable to the high volume of visitors are protected by legislation/regulations; creating nature/marine reserves; limiting or preventing access. C Destination management C1 Tourism development ● Stages of tourism development as suggested by Butler's Tourist Area Life Cycle (TALC) model. Stages – exploration; involvement; development; consolidation; stagnation; decline/rejuvenation.	
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	● Emerging destinations – destinations that have recently (within the last ten years) grown in popularity and have a growth rate of visitor arrivals of over 4 per cent year on year. ● Characteristics of emerging destinations ● Mature destinations ● Characteristics of mature global destinations C2 The role of local and national governments in tourism development ● maximise the economic benefits of tourism ● attract foreign currency ● diversify the economy ● raise funds to help reduce poverty, improve mobility, healthcare and education ● create employment opportunities ● attract funding from foreign investors, private sector ● improve the quality of life. The government role includes controlling tourism development through legislation to reduce potential negative impacts and increase the benefits of tourism: ● tax incentives/tax relief to encourage investment, raise funds ● considering travel restrictions, security measures and entry requirements, including passport and visa requirements ● improving transport infrastructure, links and networks – road, rail, air, sea, gateways and hubs ● improving/establishing essential infrastructure – energy supply, water supply, waste disposal ● supporting, approving and controlling tourism infrastructure – accommodation, food and drink outlets, communication links – accessibility to the internet, WiFi ● providing funding for new initiatives in transport, events, training and infrastructure projects that support the local community and/or protect	
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	the environment ● managing destinations by implementing sustainable tourism policies. C3 The importance of partnerships in destination management ● Types of partnership and their purpose ● Possible advantages of partnerships ● Possible disadvantages of partnerships	
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