



Travel and Tourism

Component 1 – T&T organisations and destinations

Learning Aim A & B



What will you be learning about?

During this section of the course, you will explore the major components of the T&T industry, developing an understanding of how these organisations work together and what benefits that brings to these organisations. You will investigate the aims of UK T&T organisations being able to describe the type and purpose of different organisations and how they contribute to T&T sector whilst exploring the different types of ownership and understand how each type affects its function and aims. Within each of the sectors you will look at consumer technology and its purpose in meeting these aims as organisations and how this can enhance visitor experience. Finally, you will look at the different types of visitor destinations, exploring the different features that these all have and what type of customer these attract.

Key Focus

Within this unit there is a focus on understanding the basics of travel and tourism. You will cover the following areas:

A1 - Major Components of the UK Travel & Tourism Industry

A3 - Role of Consumer Technology in Travel & Tourism

B2 – Different types of Travel and Tourism activities

B4 – Travel options to access tourist destinations

A2 - The Ownership & Aims of Travel & Tourism Organisations

B1 – Visitor Destinations

B3 – Popularity of destinations with different visitor types

We will develop our learning by studying the following sequence of lessons:

1. T&T Industry in the UK – Accommodation (A1)

You will be studying the major components of the UK T&T industry, starting with the different types of accommodation providers.

2. T&T Industry in the UK – Transport (A1)

You will be studying the major components of the UK T&T industry, looking at the different transport operators in the industry.

3. T&T Industry in the UK - Visitor attractions/Tour Operators/Travel Agents (A1)

You will be studying 3 components of the industry and how they operate within the industry with other components.

4. T&T Industry in the UK - Tourism Promotion/Ancillary Services (A1)

You will look at the different types of tourism promotion bodies and how ancillary services complement the other components.

5. T&T Industry in the UK - Research of Products & Services (A1)

You will look at the how to research the products and services offered by a sector in the T&T Industry in preparation for your 1st assignment.

6. Ownership & Aims of travel and tourism organisation (A2)

You will explore the 3 main types of ownership & you will learn about the financial and strategic aims of organisations and be able to explain them.

MOCK PSA - Assessment 1A

You will complete a mock assessment of the assessment 1A task you will complete in your real exams.

MOCK PSA - Assessment 1B

You will complete a mock assessment of the assessment 1B task you will complete in your real exams.

7. The Role of Consumer Technology (A3)

You look at what the different types of consumer technology are, learning about the different examples and why they are important.

8. The advantages & Disadvantages of Consumer Technology (A3)

You will look at the pros and cons of using consumer tech. Within the industry in different components.

MOCK PSA - Assessment 2

You will complete a mock assessment of the assessment 2 task you will complete in your real exams.

9. Types of Travel/Tourism/Destinations (B1,B2,B4)

You will learn about the 3 different types of tourism & reasons why people travel to a variety of destination types around the UK.

10. Features of Destinations (B1,B3)

You will look at the different features of destinations looking at natural, purpose built and heritage.

MOCK PSA - Assessment 3a

You will complete a mock assessment of the assessment 3a task you will complete in your real exams.

MOCK PSA - Assessment 3b

You will complete a mock assessment of the assessment 3b task you will complete in your real exams.

How will this unit help you in the future?

Year 10 and 11

A clear understanding of the basics of Travel and Tourism businesses and companies is essential to accessing the rest of the course. All of the other components build upon this learning Aim. It especially links to component 3 as this is Synoptic and links to all of the other content that has been learnt over the course.

Beyond Lode Heath

You will gain an understanding of how businesses operate and why they work together, what benefits that it brings. It will also help if the if you eventually end up working in the travel and tourism sector as you will understand the different types of business and their importance.

Key Vocabulary

Tour Operator

Travel Agent

Ancillary Services

Accommodation

Transport

Product

Services

Consumer Technology

Public Sector

Private Sector

Voluntary Sector

Financial

Strategic

Destination

Tourism

Homework guidance:

Pupils will receive a minimum of one homework per week for which they will be expected to spend a minimum of 30 to 60 minutes completing. These will be a combination of written, research, knowledge retrieval and investigative homework's. **Failure to complete homework will result in a 25 minute after school detention, in which they will be expected to complete the homework.**

How can you help?

Encourage pupils to make use of resources that are uploaded onto google classroom.

Encourage pupils to read the news to keep students up to date with local and global events as this will support their understanding

You can help them by ensuring their homework is completed on time. Supporting them with their written work and encouraging them to research and then reduce and summarise information rather than copying from the internet.

Encourage them to read out their work to you and explain it in their own words to ensure that they understand it. Get them to check through their work and correct errors with spellings and presentation.