

# BTEC Travel and Tourism Learning Journey



## Component 2: Customer Needs in Travel and Tourism

B2: We then understand how the needs and preferences of different types of customers are met by travel and tourism organisations.

B3: Next, students study the characteristics of the different types of travel available.

## Component 2: Customer Needs in Travel and Tourism

B1: We begin Year 11 with Learning Aim B. Students understand the different needs, preferences and considerations of customers in relation to holidays and other travel and tourism products and services.

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## Component 1: Travel and Tourism Organisations and Destinations

B1: We begin to explore popular visitor destinations in the UK and across the world.

## Component 1: Travel and Tourism Organisations and Destinations

A3: We finish learning aim A by understanding the role of consumer technology in travel and tourism.

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## Component 1: Travel and Tourism Organisations and Destinations

A1: We begin the course by learning about the major components and organisations involved in the UK travel and tourism industry.

A2: We then begin to study the ownership and aims of travel and tourism organisations and how they work together.



## Component 3: Influences on Global Travel and Tourism

B3: We then investigate the benefits of managing sociocultural impacts and the methods used.

B4: Next is managing economic impacts ...

B5: and finally, managing environmental impacts of tourism.

## Component 3: Influences on Global Travel and Tourism

C2: Students then understand the reasons that governments may have for developing tourism and the role that governments have in developing and encouraging tourism.

C3: Our final study is of the importance of partnerships in destination management.

## Component 3: Influences on Global Travel and Tourism

C1: Our final learning aim studies destination management. Students learn that the appeal of destinations and characteristics may change over time.

## Component 2: Customer Needs in Travel and Tourism

B4: We finish Component 2 with students knowing the different sources of information that can be used to help plan travel, and they will learn about the need to check the reliability of different sources.

## Component 3: Influences on Global Travel and Tourism

A1: We begin teaching the synopticelement of the BTEC by investigating the factors that influence global travel and tourism, ranging from economic factors to political factors.

A2: We then study how different types of organisations might respond to these influencing factors.

## Component 3: Influences on Global Travel and Tourism

B1: Next, we will understand the possible positive and negative impacts of tourism on destinations.

B2: We move on to look at sustainability in Travel and Tourism and its aims.

## Component 2: Customer Needs in Travel and Tourism

A3: We finish Year 10 by studying the different types of market research that are used by travel and tourism organisations to identify types of customer and their needs and preferences.

## Component 2: Customer Needs in Travel and Tourism

A2: We then understand how different types of market research are used by travel and tourism organisations to identify types of customer and their needs and preferences.



## Component 2: Customer Needs in Travel and Tourism

A1: We begin Component 2 by knowing the different types of market research used by organisations.

## Component 1: Travel and Tourism Organisations and Destinations

B4: We finish Component 1 by investigating the meaning of travel and the different types.

