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.

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

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 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 2: **Component 3: Influences Customer Needs in** on Global Travel and **Travel and Tourism Tourism**

B4: We finish Component A1: We begin teaching the 2 with students knowing synoptic element of the BTEC by the different sources of investigating the factors that information that can be influence global travel and used to help plan travel, tourism, ranging from economic and they will learn about factors to political factors. the need to check the reliability of different

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

sources.

A3: We finish Year 10 by studying

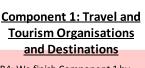
the different types of market research that are used by travel and tourism organisations to identify types of customer and their needs and preferences.

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.



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



Component 1: Travel and Tourism Organisations and Destinations

B2: Our next section looks at the different types of travel and tourism activities.

B3: We then investigate why some destinations are more popular than others with different visitor types.

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.



