

KS4 Travel and Tourism Level 2

BTEC Tech Award Learning Journey

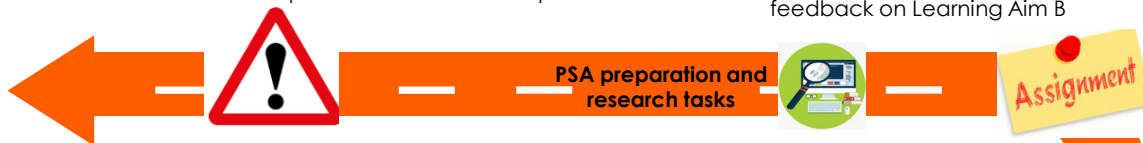
COMPONENT 2: CUSTOMER NEEDS IN TRAVEL AND TOURISM

PSA ASSESSMENT WINDOW 2

Completion of PSA's for Component 2

Practice PSA

Practice assessments and feedback on Learning Aim B



Learning Aim B: How are the needs and preferences of travel and tourism customers met?

- What are different customers needs and preferences, and what products are provided for them?
- What types of travel are available?
- How do we [produce a travel plan for different customers?



PSA preparation and research tasks



Practice PSA

Practice assessments and feedback on Learning Aim A

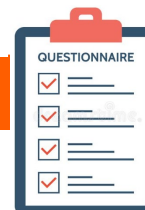


PSA preparation and research tasks



Learning Aim A: How do organisations identify customer needs and travel and tourism trends

- What types of market research are there?
- How does travel and tourism organisations find out what customers want?
- How does research help identify trends?



COMPONENT 1: TRAVEL AND TOURISM ORGANISATIONS AND DESTINATIONS

PSA ASSESSMENT WINDOW 1

Completion of PSA's for Component 1



COMPONENT 2: CUSTOMER NEEDS IN TRAVEL AND TOURISM

Internal PSA based unit – 60 marks

Practice PSA

Practice assessments and feedback on Learning Aim B



PSA preparation and research tasks



Learning Aim B: Explore Popular Visitor Destinations

- What type of destinations are there?
 - Why are they appealing?
 - Who would they be suitable for?



Practice PSA

Practice assessments and feedback on Learning Aim A

PSA preparation and research tasks



Learning Aim A: Demonstrate an understanding of the UK travel and tourism industry

- What are the key sectors in the industry?
- How are organisations owned and what are their aims?
- How do they work together?
- What type of technology is used?



Introduction to the course
What is travel and tourism?
Expectations of the course and overview of what's ahead



PSA preparation and research tasks



COMPONENT 1: TRAVEL AND TOURISM ORGANISATIONS AND DESTINATIONS

Internal PSA based unit – 60 marks

Research Skills

Using the internet
Referencing websites
Summarising research



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Further education
Level 3 Travel and Tourism
at Bourne Academy



COMPONENT 3: INFLUENCES ON GLOBAL TRAVEL AND TOURISM

External exam



Revision of Learning Aim A, B and C
Consolidate learning, retrieval tasks, revision activities

Y11 PPE
Practice assessments and feedback on Learning Aim A, B and C



Practice exam questions and papers



END OF LEARNING AIM C ASSESSMENT
Revision, assessment and feedback of Learning Aim C



Practice exam questions and papers



Learning Aim C: Destination Management

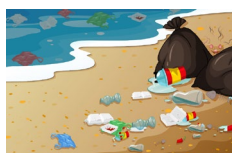
- How do tourist destinations develop?
- How does the government promote tourist development?
- Why are partnerships important in destination development?



Practice exam questions and papers



END OF LEARNING AIM B ASSESSMENT
Revision, assessment and feedback of Learning Aim B



Practice exam questions and papers



Learning Aim B: Impact of travel and tourism and sustainability

- What are the impacts of tourism?
- What is sustainable tourism?
- How can the economic, sociocultural and environmental impacts be managed?



END OF LEARNING AIM A ASSESSMENT
Revision, assessment and feedback of Learning Aim A



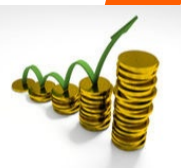
Practice exam questions and papers



Learning Aim A: Factors that Influence Global Travel and Tourism

- How do different factors such as economic, political health etc affect organisations?
- How do organisations respond to these factors?

Introduction to the exam unit
Expectations of this part of the course and overview of what's ahead



Practice exam questions and papers



COMPONENT 3: INFLUENCES ON GLOBAL TRAVEL AND TOURISM

Exam unit – 75 marks

WELCOME BACK!