Cornwallis Academy
Ambitions for All

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Year 10 Travel and Tourism

Component 1 – Travel and Tourism Organisations and Destinations

Learning Objectives

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

What previous knowledge is required?

Students are beginning their course for the first time so they do not need any prior knowledge at this time.

How will this term's content help with future learning?

Students will be assessed in a new controlled assessment in Term 3 using the pre-release material. Students will sit under controlled conditions but assessed regularly through written assessment and a PPE in December. The full qualification is made up of 3 components and student scores will contribute to points and the overall grade at the end of Year 11.

National Curriculum / Specification

- Structure of the course
- Basic geography – continents, oceans, etc
- Introduction to inbound, outbound and domestic
- Types of travel
- Types of tourism

<u>Tour operators:</u>

- types: domestic, inbound, outbound; specialist, mass market
- key products and services: the production of package holidays/tours as defined by the most current travel regulations; services targeted at meeting specific needs, delivering customer service, improving safety and security, improving sustainability, increasing visitor spend and enhancing the visitor experience.

<u>Travel agents:</u>

- types: business; retail; home worker; independent, multiple; online travel agencies (OTAs)
- key products and services: the sale of leisure and business travel products and services including transportation, accommodation, different types of holiday, ancillary services including car hire, excursions, insurance, foreign exchange, airport parking, attraction and events tickets; customer service

<u>Accommodation providers:</u>

- types: catered – accommodation offering meal options; self-catered accommodation offering cooking facilities; room only – accommodation offering no meal options or cooking facilities
- key products and services: range of property types; bedroom/living
- accommodation; reception; food, drink and entertainment; leisure and business; conference and events; safety and security; customer service; products and services to improve sustainability, meet changing trends, meet specific needs and enhance the visitor experience.

<u>Visitor attractions:</u>

- types: natural, purpose-built, heritage
- key products and services: primary products and services to provide entertainment, interest or education; secondary products and services to improve sustainability, support preservation and conservation, deliver customer service, increase visitor spend, ensure safety/security and enhance the visitor experience.

<u>Tourism promotion:</u>

- types: visitor information centre, regional tourism agency, national tourist board

- key products and services: information advice and education, marketing, promotion, brochures, leaflets, guide books, maps, timetables, exhibitions, events, training, certification, merchandise, customer service

Transport operators:

- types: road, rail, sea, air
- key products and services: different modes of transport; en-route accommodation (seat, carriage, bed, cabin); passenger information and travel advice; carriage of luggage; travel class, upgrades and pre-bookable extras; food, beverage, entertainment and retail; customer service; safety and security; products and services specific to selected modes of transport; products and services to improve sustainability, meet changing trends, specific needs and to enhance the passenger experience.

Ancillary services:

- types: specialist ancillary providers, ancillary provision as an additional service
- key products and services: sale of attraction and event tickets, travel insurance, car hire, airport hotels/parking/lounge access, passport and visa services, foreign exchange; customer service.

Private – main aim is to make a profit:

- features – owned or controlled by private individuals or shareholders
- roles – maximise sales revenue, increase market share, provide and sell travel/tourism products and services
- types of travel and tourism organisations may include hotels, airlines, theme parks, travel agencies, tour operators.

Public – main aim is to provide public services to benefit local communities:

- features – funded and sometimes owned by central, regional or local government
- roles – to provide a service, information, education, promotion, to monitor/control, to support
- types of travel and tourism organisations may include visitor information centres, tourist boards, museums, transport providers.

Voluntary – main aim is to create social impact rather than make profit:

- features – independent organisations, owned and run by trustees, funded by grants, memberships, donations, legacies, sales of products and services, entry fees, fundraising
- roles – promote, protect, preserve a specific cause, educate and inform, provide a service, support members, provide advice, raise awareness
- types of travel and tourism organisations may include museums, information centres, natural or heritage attractions, youth hostels.

Common financial aims may include:

- selling of goods and services to make a profit; increasing sales and maximising sales revenue; increasing market share; reducing losses; controlling costs; breaking even; managing assets.
- corporate social responsibility;
- sustainability;
- to contribute to the local community;
- expanding;
- diversifying;
- competing;
- providing high-quality services and products;
- providing value for money;
- generating customer loyalty;

- raising brand awareness;
- developing new consumer technologies.

Types of consumer technology used by organisations in the travel and tourism industry include:

- websites; applications (apps);
- voice recognition;
- advanced booking systems;
- wearable devices;
- GPS technology;
- touch screen;
- intelligent keys;
- webcams;
- animatronics;
- p2p (peer to peer);
- IoT (Internet of Things);
- VR (virtual reality); AR (augmented reality);
- AI (artificial intelligence).

Reasons travel and tourism organisations offer consumer technology include:

- reach a wider audience; attract a new target market; procedure efficiency; improve customer satisfaction; offer new experiences; market research; remain competitive; cost and time saving.

Advantages and disadvantages for customers and organisations of consumer technology:

- advantages include: convenience; accessibility; data security; enables new experiences; flexibility; cost saving; meet customer expectations; time saving
- disadvantages include: alienate key markets; unreliable devices; system failure; loss of personal interaction; slow internet speeds; expensive to set up and maintain; risk of hackers.

Component 1 – Travel and Tourism Organisations and Destinations

Learning Objectives

B2 Different types of travel and tourism activities

What previous knowledge is required?

Students are beginning their course for the first time have no prior knowledge at this time.

How will this term's content help with future learning?

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National Curriculum / Specification

- Tourism involves the movement of people to countries or places outside their usual place of residence for personal or business/professional purposes.

There are three types of tourism, reflecting where people are moving to and from:

- domestic tourism refers to activities of a visitor within their country of residence and outside of their home
- inbound tourism refers to the activities of a visitor from overseas coming into the country
- outbound tourism refers to the activities of a visitor outside of their country of residence. (Source: adapted from VisitBritain)

There are specific reasons for travel and a wide range of activities that visitors may engage in at a destination.

- Leisure tourism – travelling for pleasure, enjoyment, relaxation, celebration; holiday; visiting friends and relatives (VFR); special interest tourism including education, culture, death/tragedy (dark tourism), religion/faith, nature, conservation (ecotourism), sport, adventure, health and wellbeing.
- Business tourism – travelling for a job or work away from the usual place of work; includes attending meetings, conferences, exhibitions, events, training, team-building activities.

Visitor is someone travelling to a destination outside their usual environment, for less than a year for any main reason, including holidays, leisure, business, health and education.
Visitor types include:

- families – including multigenerational
- couples
- individuals
- business – groups, individual
- groups – special interest, friend/family, clubs, sports, educational

B1 Visitor destinations

Types of visitor destination:

- cities
- cultural or historical towns
- coastal resorts
- countryside areas.

Features of destinations:

- natural attractions – features created by nature that attract visitors
- purpose-built attractions – attractions built with the specific purpose of attracting visitors
- heritage attractions – attractions that are appealing due to their historical past
- facilities – buildings, equipment and services that can be used to improve the visitor experience at a destination, including: accommodation; sports facilities; shopping; hospitality venues; transport in and around the destination; arts and entertainment venues; business facilities; festivals/events
- climate – impact on peak/off peak seasons, holiday types and tourist activities available.

Evaluate different travel options, transport operators and/or routes for a specific journey and match for suitability to a given visitor type.

- Travel is the movement of people between geographical locations. Travel can be done by foot, bicycle, car, motorcycle, train, boat, bus, coach, airplane, ship or other means, with or without luggage, and can be a one-way, single or return trip.

Modes of transport, hubs and routes

<u>Modes of transport:</u>

- air: short haul, long haul, scheduled, budget, charter/private charter
- airports

- rail: including regional, national, Channel Tunnel options, heritage, overnight services
- railway stations.

- sea: including ferries, boats, ships
- ferry/cruise terminals

- land: including bus, coach, car, taxi.
- bus/coach stations

Suitability of travel routes, relating to:

- departure and arrival points
- dates and times of travel
- length of journey
- cost
- mode/s of transport
- operator/s
- services and facilities including: transport class, en-route accommodation;
- food and drink; retail; carriage of luggage; entertainment; technology; services and facilities for passengers with specific needs
- location and duration of changes/transfers/stopovers.

Component 2 - Customer Needs in Travel and Tourism

Learning Objectives

Learning outcome A: Demonstrate an understanding of how organisations identify customer needs and travel and tourism trends

What previous knowledge is required?

Completion of Component 1

How will this term's content help with future learning?

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National Curriculum / Specification

Advantages and disadvantages of a range of primary research methods:

o qualitative and quantitative questionnaires and surveys: face-to-face, telephone,

- post, on a website/social media site
- visits or observation: looking at and recording how customers and competitors behave in situations in a structured way
- formal or informal interviews, chats or focus groups: talking to people to find out their views and experiences.

Advantages and disadvantages of a range of secondary research methods:

- online research
- books, journals, trade magazines
- company materials
- market and governmentidentify 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 new or changing customer needs; developing new products and services
- measure customer satisfaction – to encourage customer loyalty and respond to feedback.
- reports and statistics.

Learners will understand the importance for organisations of identifying changing trends in travel and tourism so they can develop products and services to meet changing, new or emerging markets. Learners will know the different travel and tourism trends that organisations may research and monitor:

- 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.