ROAD MAP TO

TRAVEL & TOURISM CURRICULUM

Level 2 Extended Certificate in Travel and Tourism

Level 3 Diploma in Travel and Tourism

A Level Geography

YEAR 9

VISITOR DESTINATIONS AND DIFFERENT TYPES OF TOURISM AND ACTIVITIES
Types of visitor destinations - cities, coastal, historical and the facilities they offer.
The impact of climate.

THE MAJOR COMPONENTS OF THE UK TRAVEL AND TOURISM INDUSTRY
Travel and tourism organisations
different types of accommodation
Transport operators
Tourism promotion
Ancillary services

TRAVEL AND TOURISM ORGANISATIONS: WHO OWNS THEM AND HOW THEY WORK TOGETHER
Private, public and voluntary travel
Ancillary services

DESTINATION POPULARITY AND TRAVEL OPTIONS
Domestic tourism, inbound tourism, outbound tourism
Types of tourist and destinations that match their needs

YEAR 10

INTERNAL ASSESSMENT ONE
The major components of the UK travel and tourism industry
The ownership and aims of travel and tourism organisations and how they work together
The role of consumer technology in travel and tourism
Visitor destinations and B2
Different types of tourism and tourism activities
Travel destination and how they meet consumer need

TRAVEL AND TOURISM ORGANISATIONS AND DESTINATIONS: REVISION
The major components of the UK travel and tourism industry
The ownership and aims of travel and tourism organisations and how they work together
The role of consumer technology in travel and tourism
Visitor destinations and B2
Different types of tourism and tourism activities
Travel destination and how they meet consumer need

Zone 10 starts

HOW ORGANISATIONS IDENTIFY CUSTOMER NEEDS AND TRENDS
Market research types and their advantages and disadvantages
Customer profiles and how companies use market research to target customers

THE ROLE OF CONSUMER TECHNOLOGY IN TRAVEL AND TOURISM
Types of technology used by the sector, reasons for its use and the advantages and disadvantages

YEAR 11

CUSTOMER NEEDS, PREFERENCES AND HOW ORGANISATIONS MEET THESE
Customer travel needs and preferences
Budget requirements
Accommodation requirements
Levels of service and the practical assistance available to customers

DIFFERENT TYPES OF TRAVEL AND TRAVEL PLANNING
Leisure travel
Corporate trave
Specialist travel
Visiting friends and relatives
Day trips
How to plan travel

FACTORS AFFECTING GLOBAL TRAVEL AND RESPONSE TO THESE FACTORS
Economic factors
Political factors
Natural factors
Media factors
Safety and security factors
Health risk factors
How the travel industry responds to these factors

IMPACTS OF TOURISM AND SUSTAINABLE TOURISM
Sociocultural factors
Economic factors
Environmental impacts
Aims of sustainability and sustainable tourism
Creating economic benefits for communities

Zone 11 starts

CONSUMER NEEDS, TRENDS AND HOW ORGANISATIONS RESPOND: REVISION
Customer travel needs and preferences
Budget requirements
Accommodation requirements
Levels of service and the practical assistance available to customers

INTERNAL ASSESSMENT COMPONENT TWO
Customer travel needs and preferences
Budget requirements
Accommodation requirements
Levels of service and the practical assistance available to customers

MANAGING IMPACT OF TRAVEL AND TOURISM
Education of visitors
How local infrastructure can be supported
Tourism producing training and employment opportunities
Management of visitors and traffic to key attractions
Waste management and water/energy supplies to attractions

DESTINATION MANAGEMNT
Butler's Tourist Area Life Cycle
Emerging destinations
Mature destinations
Role of government in tourism destinations
Partnerships between public and private sector

INFLUENCES ON GLOBAL TRAVEL AND TOURISM: REVISION
Butler's Tourist Area Life Cycle
Emerging destinations
Mature destinations
Role of government in tourism destinations
Partnerships between public and private sector