

Component 1: Travel and Tourism Organisations and Destinations Learning Objective A

Personal Learning Checklist				
Learning Objective	Criteria			
A1	Accommodation Providers types: catered – accommodation offering meal options; self-catered – accommodation offering cooking facilities; room only – accommodation offering no meal options or cooking facilities			
A1	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.			
A1	Transport Types: road, rail, sea, air			
A1	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.			
A1	Visitor attractions: types: natural, purpose-built, heritage			
A1	Visitor Attractions 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.			
A1	Travel agents: types: business; retail; home worker; independent, multiple; online travel agencies (OTAs)			
A1	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.			
A1	Tourism promotion: 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.			
A1	Ancillary services: types: specialist ancillary providers, ancillary provision as an additional service of 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.			
A2	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			
A2	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.			

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A2	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, and natural or heritage attractions, youth hostels.			
A2	- 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. - Common strategic aims may include: 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.			
A2	Interrelationships – where there is a close relationship or partnership between two or more travel and tourism organisations for their mutual benefit.			
A2	Interdependencies – where travel and tourism organisations rely on one another in order to carry out their own roles.			
A2	Ways of working together include: joint marketing, advertising and promotional activities; providing products and services for other organisations; joint employee incentives/competitions; consultation and expert advice; sharing resources; bulk buying; operating a centralised customer service department			
A2	Examples of travel and tourism organisations working together include: hotels offering reduced admission to visitor attractions; tour operators working with hotels and airlines to assemble holiday packages; tour operators working with tourist boards to promote destinations.			
A2	Reasons for working together include: efficient business operations; increased sales and income; cutting costs; access to customer databases may lead to a wider customer base/new markets; competitive advantage; increased publicity; improved image; explore new markets; develop/improve products/services; employee retention/progression; share ideas/innovations/risk.			
A3	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).			
A3	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.			
A3	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.			

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Personal Learning Checklist				
Learning Objective	Criteria			
A1	Advantages and disadvantages of a range of primary research methods: • 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.			
A1	Advantages and disadvantages of a range of secondary research methods: • online research • books, journals, trade magazines • company materials • Market and government reports and statistics.			
A2	identify types of customers and a range of customer needs – needs of families with children, solo travellers, leisure travellers, business travellers			
A2	identify market segments and target markets – by age, gender, lifestyle, geographical location			
A2	inform product development – adaptation of products and services to meet new or changing customer needs; developing new products and services			
A2	Measure customer satisfaction – to encourage customer loyalty and respond to feedback.			
A3	visitor numbers by type – domestic, inbound, outbound visitor, and reason for travel – business, leisure, visiting friends and relatives (VFR)			
A3	visitor numbers and access to new and emerging destinations			
A3	changing popularity of different holiday types/destinations			
A3	changes to booking methods/communications			
A3	Changing transport trends			
A3	customer spending behaviour on holiday			
A3	increasing environmental/cultural awareness			
A3	Changing trends in leisure, health and sport.			

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Personal Learning Checklist				
Learning Objective	Criteria			
A1	Economic factors – an understanding of how: recession/boom can affect the amount of money people are willing to spend on holidays and travel levels of employment affect the levels of disposable income that people have to spend on holidays, travel costs and living costs within the destination. Changing the cost of fuel can affect travel costs. Fluctuations in currency exchange rates affect the affordability of destinations. Economic factors can influence visitor choice of global destinations.			
A1	Political factors – an understanding of: o the different types of legislation: health and safety laws; employment laws; planning laws • The reasons for legislation: visitor security, equality, consumer financial protection, developing services and facilities, controlling development • How trade, airport and other taxes can affect the cost of travel and visitor numbers to a destination • How passport and visa/entry requirements can affect visitor numbers to a destination • How governments promote tourism through funding, marketing campaigns, partnerships and tax incentives development • How political instability, civil unrest and war can result in disruption, cancelled holidays, business failure, loss of tourism income, repatriation, poor image • How political factors can influence visitor choice of global destinations.			
A1	Natural factors – an understanding of how severe weather events can create natural disasters, as well as the features and physical effects of each: • Natural disasters – earthquakes, volcanic eruptions, tsunamis, landslides, avalanches. • severe weather events – flooding, drought, wildfires, hurricanes/cyclones, tornadoes, blizzards • Possible effects on travel and tourism businesses: disruption/cancellations; compensation/refund costs; repatriation; evacuation; impacts on future customer numbers/bookings. • Possible effects on destinations: rebuilding infrastructure; early warning systems; building design. • How natural factors can influence visitor choice of global destinations.			
A1	Media factors – an understanding of: • Different types of media: print – newspaper reports/articles, magazines, books, guides; broadcast – radio, film, TV; internet – social platforms, websites. • image created – positive/negative • How media coverage and image of global destinations and travel and tourism organisations can affect visitor choice.			
A1	Safety and security factors – an understanding of:			

	• Risks relating to personal safety and security in an unfamiliar environment, including theft, pickpocketing, physical attacks, accidents, bribery, getting lost, and dangerous wildlife. • Safety measures implemented by authorities, tourism organisations, travel providers and those in place on transport and at terminals: CCTV, transport/tourist police, body and luggage scanners, emergency phone numbers, safety deposit boxes, security staff. • Influence on visitors – delays/missed departure, inconvenience, aggressive behaviour, reassurance of safety/security. • The need for visitors to be aware of guidance relating to individual safety and security when in global destinations – times to avoid going out, areas to avoid, how to keep possessions and travel documents safe, not travelling with valuables, safety in natural and built environments, remote and unfamiliar areas • How safety and security concerns may influence visitor choice of global destinations.			
A1	Health risk factors – an understanding of the causes and symptoms of infectious diseases and illnesses: • endemic – a disease that is present permanently in a region or population: – malaria – yellow fever – cholera – typhoid • epidemic/pandemic – an outbreak that affects many people at one time and can spread through one or several communities/the world: – norovirus – avian/bird flu – Zika virus – coronavirus • ways of transmission – air, water, food, contact • precautions against contracting these illnesses and infectious diseases – vaccinations, protective clothing, medicines, equipment, appropriate insurance, hygiene, food and drink choices • Possible effects of health risks on visitor choice of global destinations.			
A2	Travel and tourism organisations – an understanding of possible responses, including: adapting and developing new products and services • adapting operational procedures • reviewing destinations offered • reviewing price structures – adjusting pricing to maintain visitor numbers, attract different types of visitor • managing public relations			
A2	Government: local, regional, national – an understanding of possible responses, including: • providing public with up-to-date information • imposing travel restrictions			

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	• promoting a positive image • encouraging employment • improving infrastructure • Introducing or tightening of security measures.			
A2	Voluntary organisations – an understanding of possible responses, including: • promoting sustainability, conservation and protection • campaigning for governments to affect change • raising awareness of issues – ethical, environmental • raising funds			

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Personal Learning Checklist				
Learning Objective	Criteria			
B1	Types of visitor destination: cities, cultural or historical towns, coastal resorts, countryside areas.			
B1	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			
B2	Tourism involves the movement of people to countries or places outside their usual place of residence for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities.			
B2	The 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			
B2	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			
B2	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.			
B3	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.			
B3	Visitor types include: families – including multigenerational couples, individuals, business – groups, individual, groups; – special interest, friend/family, clubs, sports, educational.			

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B4	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.			
B4	Modes of transport: • Air: short haul, long haul, scheduled, budget, charter/private charter. • Rail: including regional, national, Channel Tunnel options, heritage, overnight services. • Sea: including ferries, boats, ships • Land: including bus, coach, car, taxi.			
B4	Transport hubs and gateways: • airports • bus/coach stations • ferry/cruise terminals • railway stations			
B4	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.			

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B1	Customer travel and needs: • dates influencing the time of year that people can travel and the length of stay they can take – families with school-age children will be restricted by school holidays, retired people may have more flexibility • travel requirements and accessibility of destinations such as road, air, rail, cruise • accommodation requirements – type, standard, meal arrangements • available budget affecting the amount people are willing to pay and the type of holiday people can afford, keeping within budget, offering discounts • purpose of travel affecting choice of destination and type of holiday – relaxation, activity, culture, special occasion • specific needs – language, cultural, visual, hearing or mobility needs • Unstated needs – families with babies or customers with reduced mobility.			
B1	Desirable preferences: • responsible tourism – being environmentally friendly, minimising carbon footprint • convenience of travel and destination – routes, departure times and frequency, on-board services, transfer times • transport options at destination • levels of flexibility – accommodation, excursions, meals • levels of service standards – first class travel, star ratings, premium rooms, upgrade options, budget options, availability of extras • practical assistance available – with luggage, language, boarding • Influence of image, status, exclusivity.			
B2	Products and services offered include: • pricing and booking options – group, family discounts; off peak pricing • customer service and assistance – online, during travel, at the accommodation, post-sales • child-friendly facilities – children's menus, cots, highchairs, family rooms, family areas • accessible facilities, including adaptations for hearing, visual, language needs – ramps, wider entrances, one level, hearing loops, braille, audio guides, signage, visual imagery • business facilities – conference rooms, executive rooms, free Wi-Fi, laundry services, in-room entertainment, room service • pet-friendly facilities – pets allowed in rooms, treats, water • health and fitness – spas, saunas, gyms, trainers, classes			

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B3	Leisure travel – travelling for pleasure, enjoyment, relaxation or special interests: • short breaks – city breaks, countryside breaks, stag and hen • holidays – package, independent, cruises • special events – major sporting occasions, seasonal events.			
B3	Corporate travel – associated with work or a job but it will take place away from the usual place of work. It may or may not involve an overnight stay. Includes: • meetings, conferences, exhibitions • Training – self or others.			
B3	Specialist travel – this is usually linked with a hobby, sport, interest or to meet specific needs of the type of customer: • adventure • health • education • heritage, culture • gap year • conservation, sustainable tourism, responsible travel • special interests/hobbies/sports • Weddings / honeymoons.			
B3	Visiting Friends and Relatives (VFR): • may be domestic, inbound or outbound • involves overnight stay, usually in home of friend or relative			
B3	Day trips – visits that do not involve an overnight stay: • visitor attractions • cities for specialist shopping or events • Countryside for relaxation or activities.			
B4	Travel planning by: • establishing customer needs and preferences from the information provided • using different sources of information – websites, guidebooks, leaflets, atlases, brochures • Researching suitable destinations.			
B4	Travel plan, to include: • destination • duration and dates • accommodation – provider, rating, board basis, room type, services, facilities • Transport – operator, departure/arrival points, dates of travel, journey duration, departure and arrival times, transfer details, operator.			
B4	Breakdown of costs and total cost.			
B4	Additional information: • activities, attractions, excursions – available at the destination, or close by			

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	• Essential information will depend on the location and type of destination but may include entry requirements; health precautions; safety and security; local customs/traditions.			
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Learning Objective	Criteria			
B1	Socio Cultural impacts of tourism are the changes to the everyday lives of people living in global destinations (host communities) and to their values, customs, traditions, arts and way of life. The changes result from direct and indirect contact with tourists and interactions with travel and tourism organisations: - negative impacts – disruption to everyday life, loss of culture, resentment towards visitors, increased crime, staged authenticity, exploitation of locals, loss of traditional lifestyles - Positive impacts – improved quality of life; access to facilities; improved transport; improved essential infrastructure, including healthcare, education and improved cultural awareness.			
B1	Economic impacts of tourism include the effect of the actual amount spent by tourists and indirect effects on the local and wider economies and other sectors: - negative impacts – low-paid jobs, seasonal unemployment, leakage, increased cost of living. - positive impacts – employment opportunities, training, multiplier effect, foreign currency earnings, contribution to taxes and gross domestic product.			
B1	Environmental impacts of tourism are the result of the strain tourism can place on local land use and resources as well as the natural and built environments of global destinations, although some impacts can be positive: - negative impacts – loss of habitats, loss of wildlife, threatened species; increased pollution, including noise, air, water; overcrowding, traffic congestion; reduced biodiversity, environmental degradation; erosion to footpaths, riverbanks, and lakeshores. - positive impacts – conservation, including protection of wildlife, protected areas, national parks; environmental education; creation of open spaces; improved street furniture; regeneration, including urban renewal and the reuse of traditional buildings for new activities.			
B2	What is sustainable tourism? By its very nature, tourism values the things that are most precious in our world: stunning landscapes, wildlife, history, culture and people. Tourism can be a catalyst for growth in the local economy, providing good quality jobs, opportunities for enterprise and funds for conservation. But if it is not managed well, tourism can have negative impacts on local communities and environments, creating long-term problems for local residents, which can ultimately lead to the decline of tourism in the destination			
B2	The aim of sustainable tourism is to increase the benefits and reduce the negative impacts caused by tourism for destinations. This can be achieved by managing impacts: - protecting natural environments, wildlife and natural resources when developing and managing tourism activities - providing authentic tourist experiences that celebrate and conserve heritage and culture - creating economic benefits for communities through employment and income-earning opportunities.			

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B3	Visitors can be educated: - to encourage them to reduce their negative impacts on the local community and culture - how to behave and dress appropriately without causing offence to local communities. - how to show respect for traditions and religions or how to avoid conflict or to give practical items/donations to local projects and not give money to locals/discourage reliance on begging.			
B3	transport and essential infrastructure can be established/improved to benefit local people/communities			
B3	local communities can be consulted/involved in the decision-making stage of tourism development			
B3	local communities have a share or ownership of a resort/lodge and provide staffing			
B3	taxes are imposed on incoming visitors and the money raised is used for community projects.			
B4	tourism can provide employment and training opportunities for local people, and give them access to higher-paid jobs			
B4	visitors can be encouraged to support local communities by buying local produce, crafts and food, and using local transport			
B4	governments can restrict the involvement of foreign-owned companies, all-inclusive resorts and foreign staff to benefit the local economy; have tourist prices and local prices			
B4	visitor spend can be increased and retained by encouraging overnight stays, longer breaks, and local currency schemes.			
B5	visitors can be managed: - restricting the number of visitors allowed into a destination - controlling movements - direction of flow - issuing visas and permits			
B5	traffic can be managed: - restricting traffic/vehicle types allowed into a destination - providing frequent public transport - adequate parking and facilities - park and ride schemes			
B5	visitors are encouraged to use alternate types of transport – hybrids, green and electric-powered transport			
B5	planning is controlled: - building regulations - planning permission - size and location of developments - maintaining local style in scale and design			
B5	visitors are educated on: - how they can reduce their impact on the local environment - ways to contribute towards looking after the local environment - the wildlife, natural world and special qualities of the environment			

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B5	resources are controlled responsibly, including waste management, energy and water supplies – restricting fountains and water features that do not recycle water, limiting the amount of pools			
B5	natural areas vulnerable to the high volume of visitors are protected by legislation/regulations; creating nature/marine reserves; limiting or preventing access.			

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Component 3: Influences on Global Travel and Tourism Learning Objective C

Personal Learning Checklist				
Learning Objective	Criteria			
C1	Stages of tourism development as suggested by Butler's Tourist Area Life Cycle (TALC) model. Stages – exploration; involvement; development; consolidation; stagnation; decline/rejuvenation.			
C1	Emerging destinations – destinations that have recently (within the last ten years) grown in popularity and have a growth rate of visitor arrivals of over 4 per cent year-on-year			
C1	Characteristics of emerging destinations may include: - visitors seek adventure, 'authentic' experience, culture or nature-based - may be difficult for overseas visitors to access - transport links likely to be undeveloped - basic infrastructure – energy, water, waste disposal - local people may not have access to healthcare and education - unspoilt natural and cultural features are the main attraction - local communities follow traditional lifestyles - seek to develop tourism to boost economies, raise living standards - low volume of visitors – may have to make own travel arrangements - limited awareness of the destination globally			
C1	Mature destinations – destinations that have been popular for over twenty years with growth rates of visitor arrivals around 2 per cent year on year			
	Characteristics of mature global destinations may include: - high volume/mass tourism with organised package holidays - fully integrated transport links - fully developed infrastructure - may be a strain on resources such as water - natural and cultural features may be damaged, diluted, or overwhelmed by tourism - established season - extensive advertising of the destination, which is well-known globally - The standard of visitor facilities may become run-down - The local economy is reliant on tourism - may be some conflict between locals and visitors			
C2	Reasons governments may want to develop tourism include to: - maximise the economic benefits of tourism - attract foreign currency - diversify the economy - raise funds to help reduce poverty, improve mobility, healthcare and education - create employment opportunities - attract funding from foreign investors, private sector - improve the quality of life.			

C2	The government's role includes controlling tourism development through legislation to reduce potential negative impacts and increase the benefits of tourism: • tax incentives/tax relief to encourage investment, and raise funds • considering travel restrictions, security measures and entry requirements, including passport and visa requirements • improving transport infrastructure, links and networks – road, rail, air, sea, gateways and hubs • improving/establishing essential infrastructure – energy supply, water supply, waste disposal • supporting, approving and controlling tourism infrastructure – accommodation, food and drink outlets, communication links – accessibility to the internet, Wi-Fi • Provide funding for new initiatives in transport, events, training and infrastructure projects that support the local community and/or protect the environment • managing destinations by implementing sustainable tourism policies.			
C3	Types of partnership and their purpose: • public and private sector – new tourism developments such as a hotel funded by the private sector, the local authority may require restrictions on design, size and scale • private sector and private sector – accommodation and transport providers for transfers from airport/train station to accommodation • voluntary and private sector – The private sector may assist with the costs of promoting or running an event and in return receive positive publicity • public and voluntary sector – to promote good causes, raise awareness, educate and inform by sharing skills and resources. • destination management organisations – bring a range of different organisations together to work on a major project which may be short term or temporary, to raise profile; launch new products; advertise/promote; fund; and sponsor – for the benefit of the destination.			
C3	Possible advantages of partnerships: • shared resources/skills/expertise • new ideas • shared costs • increased coverage/publicity/profile			
C3	Possible disadvantages of partnerships: • conflicting aims and priorities • less flexibility • slows down decision-making process • difficulty in responding quickly to changes/events			