The journey to BTEC Level 1/2 Tech award in Travel & Tourism

Kemnal Technology College

Component 1 Travel & Tourism Organisations and Destinations

A1 The UK travel and tourism industry

A2 The ownership, aims and interconnectedness of travel and tourism organisations

A3 Consumer technology

B1 Visitor destinations

B2 Different types of tourism and tourism activities

B3 Popularity of destinations with different visitor types

B4 Travel options to access tourist destinations

Component 2 Customer needs in Travel and Tourism

A1 Types of market research

A2 The use of market research to identify customer needs and preferences

A3 Identifying travel and tourism trends

B1 Customer needs and preferences

B2 Providing different products and services to meet customer needs and preferences

B3 Customer needs and different types of travel

B4 Travel planning to meet customer needs and preferences

Component 3 Influences on Global Travel and Tourism

A1 Factors influencing global travel and tourism

- Social
- Technological
- Economic
- Environmental
- Political

A2 Response to factors

B1 Possible impacts of tourism

B2 Sustainable tourism

B3 Managing sociocultural impacts

B4 Managing economic impacts

B5 Managing environmental impacts

C1 Tourism development

C2 Local & national government roles

C3 The importance of partnerships in destination management