



A1 The major components of the UK travel and tourism industry

What you should know	What you should be able to do
<ul style="list-style-type: none"> • Different types of accommodation: catered, self-catered, room only 	<ul style="list-style-type: none"> ➤ State the major differences between the different types of accommodation ➤ Match the requirements of different groups of travellers with their preferred accommodation type
<ul style="list-style-type: none"> • Different modes of transport: road, rail, sea, air 	<ul style="list-style-type: none"> ➤ Explain the reasons for different types of products and services provided by different transport operators
<ul style="list-style-type: none"> • Different types of visitor attractions: natural, purpose-built, heritage 	<ul style="list-style-type: none"> ➤ Compare the similarities and differences between primary products and services and secondary products and services
<ul style="list-style-type: none"> • Tour operators: domestic, inbound, outbound, specialist, mass market 	<ul style="list-style-type: none"> ➤ Identify destinations of specific targeted tourists and travellers
<ul style="list-style-type: none"> • Travel agents: business, retail, home worker, independent, multiple, online travel agents (OTAs) 	<ul style="list-style-type: none"> ➤ Assess the advantages and disadvantages of using online travel agents (OTAs)
<ul style="list-style-type: none"> • Different types of tourism promotion: visitor information centre, regional tourism agency, national tourist board 	<ul style="list-style-type: none"> ➤ Give the main types of tourism promotion provided by different organisations
<ul style="list-style-type: none"> • Ancillary services: specialist ancillary providers, ancillary provision as an additional service 	<ul style="list-style-type: none"> ➤ Discuss the importance of travellers and tourists having access to ancillary services such as travel insurance and passport services

A2 The ownership and aims of travel and tourism organisations and how they work together

What you should know	What you should be able to do
<ul style="list-style-type: none"> • Private organisations: profit-driven 	<ul style="list-style-type: none"> ➤ Identify the features and characteristics of privately-owned organisations
<ul style="list-style-type: none"> • Public: provide public services to benefit local communities 	<ul style="list-style-type: none"> ➤ Explain how museums can benefit the local area
<ul style="list-style-type: none"> • Voluntary: create social impact 	<ul style="list-style-type: none"> ➤ State 2 problems that may be faced by voluntary tourism organisation
<ul style="list-style-type: none"> • Financial aims: increasing profit and reducing losses 	<ul style="list-style-type: none"> ➤ Give 2 ways a public organisation can increase profit
<ul style="list-style-type: none"> • Strategic aims: responsibility, sustainability, community, diversity, loyalty, high-quality, value for money 	<ul style="list-style-type: none"> ➤ Complete the table of strategic aims with examples of how organisations can reach their goals
<ul style="list-style-type: none"> • Interrelationships and Interdependence 	<ul style="list-style-type: none"> ➤ Explain the difference between interrelationship and interdependence
<ul style="list-style-type: none"> • Working together 	<ul style="list-style-type: none"> ➤ Give an example of ways travel and tourism organisations can work together ➤ Discuss the benefits of a centralised customer service department ➤ State what the term 'customer database' means

A3 The role of consumer technology in travel and tourism

What you should know	What you should be able to do
<ul style="list-style-type: none"> • Types of consumer technology 	<ul style="list-style-type: none"> ➤ Identify the meaning of the following acronyms: <ul style="list-style-type: none"> ❖ apps ❖ GPS ❖ p2p ❖ IoT ❖ VR ❖ AR ❖ AI
<ul style="list-style-type: none"> • Reasons to offer consumer technology 	<ul style="list-style-type: none"> ➤ Explain how market research about consumer technology can be used to effectively to improve a customers experience ➤ State the meaning of the keyterm 'procedure efficiency'
<ul style="list-style-type: none"> • Advantages and disadvantages for customers and organisations of consumer technology 	<ul style="list-style-type: none"> ➤ Assess the risks of using consumer technology for a) the consumer and b) the travel organisation

Test yourself

<p>1. What type of visitor attractions are these?</p> <ul style="list-style-type: none"> ○ A stately home ○ Thorpe Park ○ The London Eye 	<p>2. What is the difference between a regional tourism agency and a national tourist board?</p>
<p>3. What does sustainability mean?</p>	<p>4. What are the main differences between a travel agent and a tour operator?</p>
<p>5. Give an example of a named organisation using the following descriptions:</p> <ul style="list-style-type: none"> ○ A visitor attraction that relies on contributions from the general public, charities and government grants ○ A travel organisation that uses television, newspapers, the internet, radio and brochures to promote its global travel experiences ○ A visitor information centre that has leaflets and maps for many different places to visit in the local area 	<p>6. What do the following keywords mean?</p> <ul style="list-style-type: none"> ○ Revenue ○ Corporate ○ Diversifying ○ Brand ○ Assets ○ Incentives ○ Ancillary
<p>7. Carry out an internet research to find a visitor attraction in the local area (walk or bus ride from school). State what type of attraction it is, how someone would travel there, what they could expect to see and do there and how much it would cost. Identify what type of consumers would visit this attraction and how the organisation could make it more appealing to other consumers</p>	