

# Year 10 BTEC Travel and Tourism Learning Journey

Your journey continues onto Year 11 BTEC Travel and Tourism



Market Segmentation



Customer Needs



How is customer satisfaction measured?

Trends in Travel and Tourism



Travel and Tourism Product Development



How do tourism organisations use market research?

What is market research?



Features of Destinations

**Component 2A:**  
Demonstrate an understanding of how organisations identify customer needs and travel and tourism trends

Travel Options - Air and Sea



Travel Options - Road and Rail



Destinations for Business and Leisure



Why do some destinations attract families and couples?

What are 'natural' Visitor Attractions?



What are facilities?



How does climate influence tourism?



Types of Tourism



Types of Destinations



**Component 1B:**  
Explore popular visitor destinations



What is the role of technology in the tourism industry?

**Component 1: A3**  
The role of consumer technology in travel and tourism

**Component 1: A2:**  
The ownership and aims of travel and tourism organisations and how they work together

Passenger Transport



Ownership of organisations



What are the aims of tourism organisations?

How do travel and tourism organisations work together?



Tourism Development and Promotion



What are Tour Operators?



What is Tourism?

**Component 1A: A1**  
The major components of the UK travel and tourism industry

What is Accommodation?



What makes somewhere a visitor attraction?



Your journey starts here!