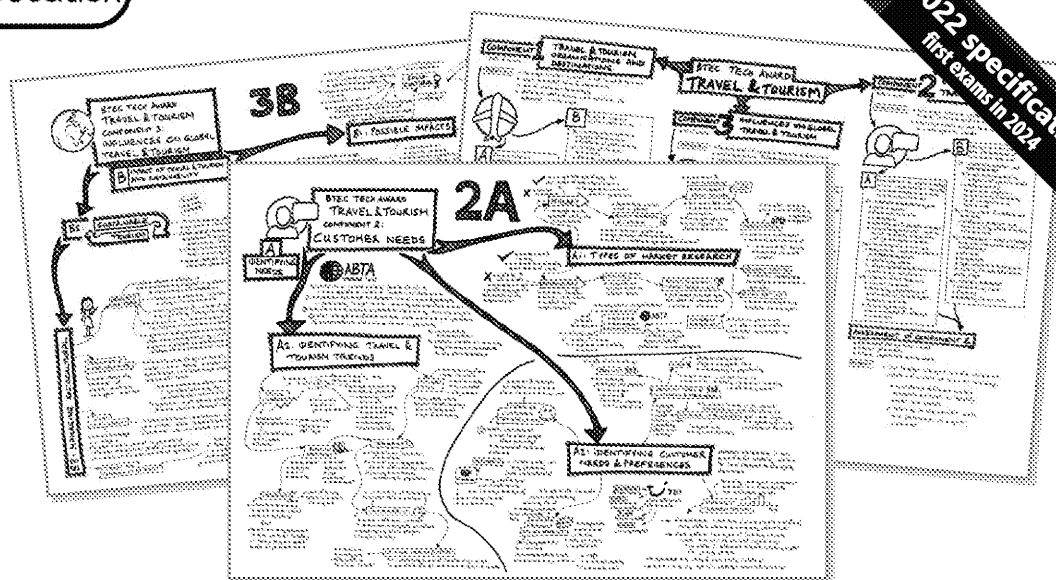




2022 specification
first exams in 2024

Topic on a Page

For BTEC Tech Award 2022

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Formats included:

	Overview	Component 1			Component 2			Component 3		
		1A	1B	1C	2A	2B	2C	3A	3B	3C
A4 Summary	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
A3 Summary	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Scaffold A (A3)		✓	✓	✓	✓	✓	✓	✓	✓	✓
Scaffold B (A3)		✓	✓	✓	✓	✓	✓	✓	✓	✓

Teacher's Introduction

This resource has been created as a support and revision tool for students studying the new Pearson BTEC Tech Award in Travel & Tourism. It has been written as a new resource for the 2022 specification, and covers all three components:

Component 1: Travel & Tourism Organisations & Destinations

- A Demonstrate an understanding of the UK travel and tourism industry
- B Explore popular visitor destinations

Component 2: Customer Needs in Travel & Tourism

- A Demonstrate an understanding of how organisations identify customer needs and travel and tourism trends
- B Recognise how the needs and preferences of travel and tourism customers are met

Component 3: Influences on Global Travel & Tourism

- A Factors that influence global travel and tourism
- B Impact of travel and tourism and sustainability
- C Destination management

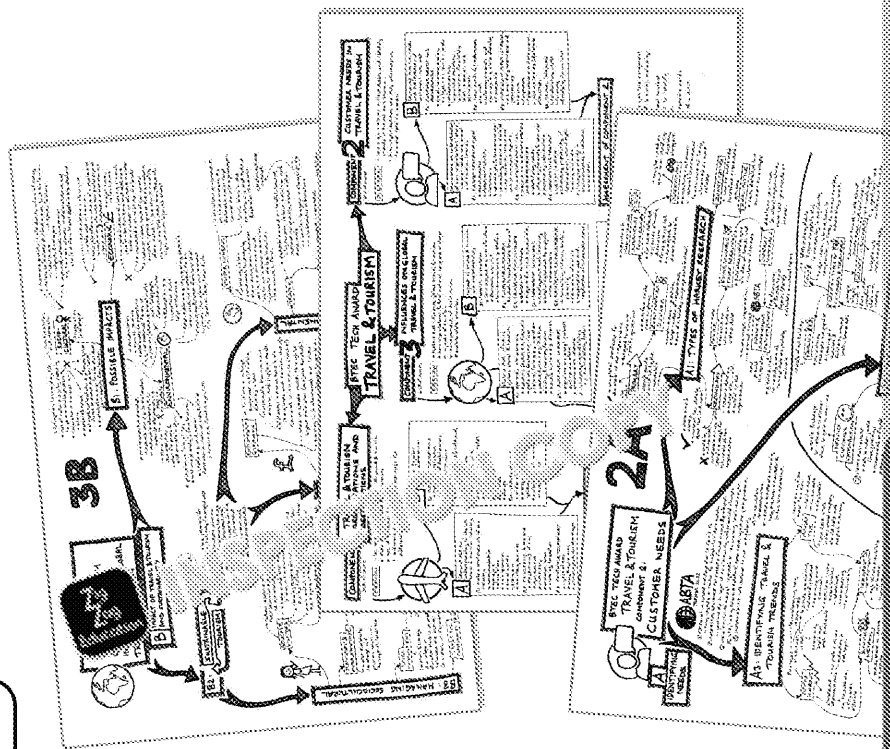
The idea behind the mind maps is not to cover every single word of the course, but rather to summarise each component and bullet-point onto a manageable two or three sheets of A3 paper, allowing students to see the bigger picture of the entire course. Thus, the resource would be ideal at the start to introduce the course; it could be used as you go along; and it will be invaluable as a reference ahead of the assessment for Components 1 and 2 and revision for Component 3.

Each mind map contains all the major vocabulary, processes and concepts for the topic, mirroring the Pearson specification as closely as possible. The advantage of these mind maps, however, is the inclusion of useful facts and figures, diagrams and cartoons, plus a few example case studies, so that students can use them as a key element in their revision for the assessments and for reference as they go along. Scaffold versions of the summary sheets are available as a fill-the-blanks activity to aid recall of the key information (**Scaffold A**). Where schools use alternative case studies, we have also provided blanked-out versions (**Scaffold B**) that allow schools or individual students to do their own research and add their own tailored information.

Students in the past have found this style of mind maps invaluable, and I have used them in the following ways:

- They are used primarily as revision tools at the end of topics, and in the run-up to exams. However, they are equally useful throughout topics, allowing students to keep track of their learning so far.
- In the context of the assessments for Components 1 and 2, the mind maps will allow students to see all the key elements they could be assessed on. The overview mind map also includes a simplified summary of the structure of these assessments.
- Due to the nature of the mind maps, students can work with them independently. Therefore, they are useful for students to catch up on work missed, and have been sent home in the case of students who have long-term absences due to sickness or isolation. They are also useful for inclusion units, as they provide answers where non-specialist teachers are supervising students.
- The mind maps can be colour-coded to separate out the different sections of each topic. This activity alone is enough to get students to start examining each mind map closely.
- For more-able students, the mind maps can be cut up and expanded, adding additional case study information. This allows students to personalise and structure their revision in their own way.
- In some schools, teachers have chosen to enlarge the mind maps and use them as the basis for wall displays.
- In the lead-up to assessments and exams, I always recommend to students that they display the mind maps somewhere very visual where they will see them regularly. Many students like to stick them around their bedroom at home. This allows them to subconsciously revise them as they go about their daily routine.
- As they are a low-tech resource, multiple copies can be given to students, and there is no real problem if they lose them. I have found this particularly useful with my lower-ability sets, who all have several copies of each mind map, usually including one buried at the bottom of their schoolbag!

November 2022



Zig Zag
Education

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COMPONENT 1 TRAVEL & TOURISM ORGANISATIONS AND DESTINATIONS

30% of course

- OVERVIEW:**
- * the organisations involved in UK travel & tourism
 - * their ownership aims & interactions
 - * use of consumer technology
 - * different destinations & activities for different visitor type



B Explore popular destinations & attractions

B1: VISITOR DESTINATIONS

- * types of destination
- * features of destinations

B2: TYPES OF TOURIST ACTIVITIES

- * domestic, inbound & outbound
- * leisure tourism
- * business tourism

B3: POPULARITY OF DIFFERENT VISITOR TYPES

- * families
- * couples
- * individuals
- * business
- * groups

B4: TRAVEL OPTIONS

- * modes of transport
- * transport hubs and gateways
- * suitability of various travel options

A Penetrate an understanding of the UK travel & tourism industry

A1: MAJOR COMPONENTS of the industry

- * accommodation
- * transport
- * attractions
- * tour operators
- * travel agents
- * promotion
- * ancillary services

A2: OWNERSHIP, AIMS and INTERACTIONS of the organisations

- * ownership
- * common aims
- * working together

A3: CONSUMER TECHNOLOGY

- * types of tech
- * why they're used
- * advantages & disadvantages

ASSESSMENT of COMPONENT 1

- * Assignment set by exam board
- * Evidence presentation

BTEC TECH AWARD TRAVEL & TOURISM

COMPONENT 3 INFLUENCES ON GLOBAL TRAVEL & TOURISM

40% of course

- OVERVIEW:**
- * factors that influence global travel & tourism
 - * how organisations & destinations respond to these
 - * impacts of tourism
 - * management of destinations
 - * sustainable tourism



A Factors that influence global travel & tourism

A1: FACTORS INFLUENCING

- * economic factors e.g. fuel costs
- * political factors e.g. visas
- * natural factors e.g. weather
- * media factors e.g. TV & film
- * safety & security factors
- * health factors e.g. diseases

A2: RESPONSES TO FACTORS

- * organisations adapt products and review offers
- * governments respond
- * voluntary organisations e.g. sustainability/ethics

B Impact of travel & tourism

B1: IMPACTS OF TOURISM

- * Socio-cultural e.g. loss of culture
- * Economic e.g. jobs
- * Environmental e.g. traffic

B2: SUSTAINABLE TOURISM

- * What is sustainable tourism?

B3: MANAGING SOCIOCULTURAL

- * Education of visitors
- * support for local communities

B4: MANAGING ECONOMIC

- * employment and training
- * encouragement to support local communities

B5: MANAGING ENVIRONMENTAL

- * controlling visitors, traffic, planning
- * education of visitors
- * responsible use and regulation of vulnerable areas

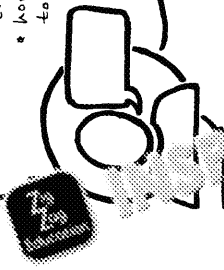
ASSESSMENT of COMPONENT 3

- * Destination management
- * Tourists

COMPONENT 2 CUSTOMER NEEDS IN TRAVEL & TOURISM

30% of course

- OVERVIEW:**
- * how organisations collect data and identify trends in travel and tourism
 - * how organisations use this information to meet specific needs



A Penetrate an understanding of customer needs and travel trends

A1: RESEARCH TYPES

- * qualitative
- * quantitative
- * primary
- * secondary
- * internal
- * external
- * advantages & disadvantages
- * research methods such as online research, magazines and government reports

A2: HOW ORGANISATIONS USE RESEARCH TO IDENTIFY NEEDS AND PREFERENCES

- * identifying needs
- * adapting products & services
- * measuring satisfaction

A3: IDENTIFYING TRENDS

- * visitor numbers
- * changing popularity of destinations, travel types, booking methods
- * changing trends in environmental & cultural awareness

B Recognise how the needs and preferences of customers are met

B1: CUSTOMER NEEDS and PREFERENCES

- * travel accommodation, budget and specific needs
- * preferences e.g. responsible tourism, convenience, flexibility, level of service and assistance

B2: How needs & preferences are met

- * differing products and services, e.g. child-friendly or accessible

B3: DIFFERENT TYPES of TRAVEL and how they meet needs and preferences

- * Leisure
- * Corporate
- * Specialist e.g. honeymoons
- * Visiting Friends & Relatives
- * Day Trips

B4: TRAVEL PLANNING

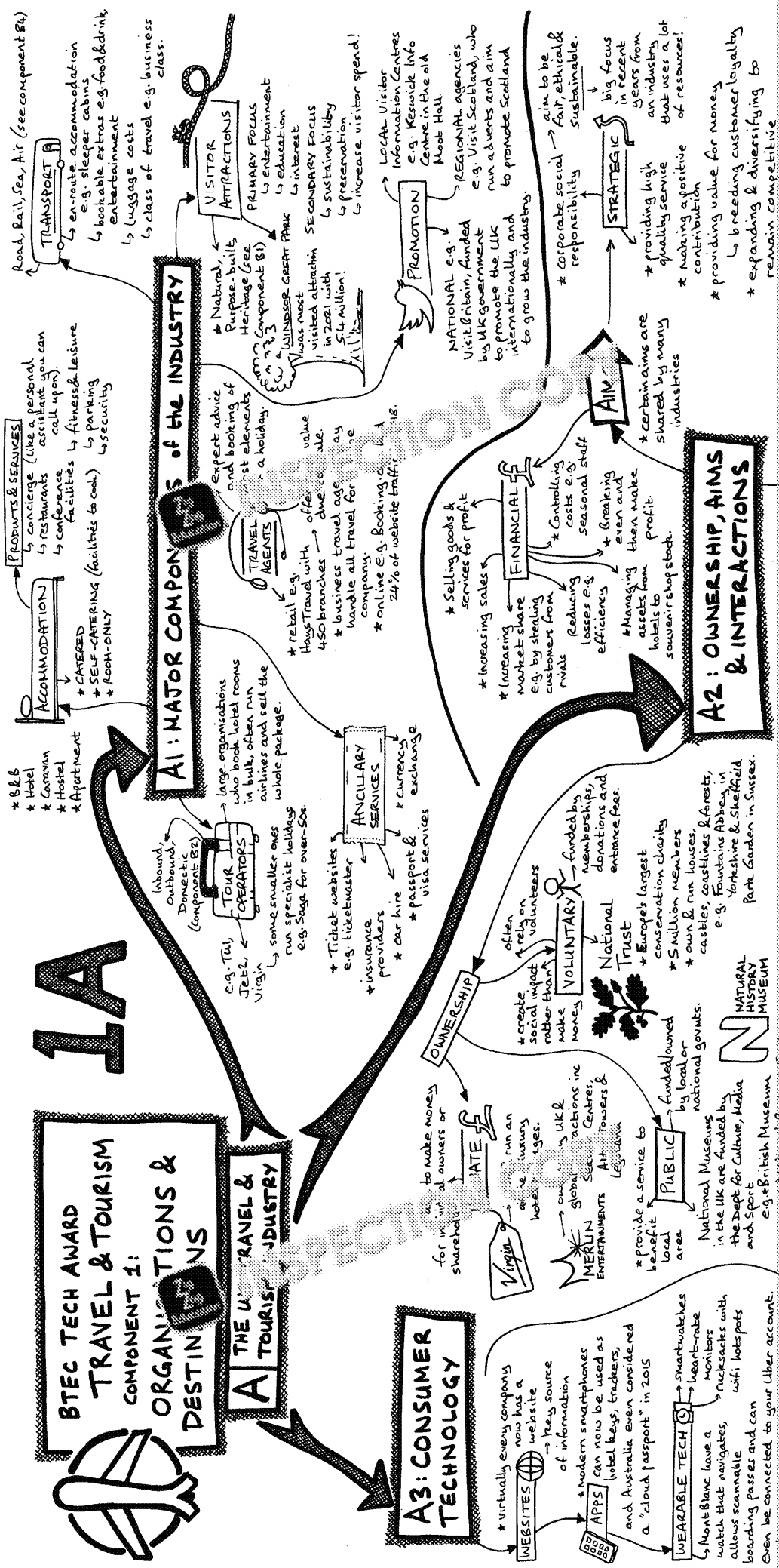
- * establishing needs
- * planning
- * breaking down costs

ASSESSMENT of COMPONENT 2

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1B

BTEC TECH AWARD TRAVEL & TOURISM COMPONENT 1: ORGANISATIONS & DESTINATIONS

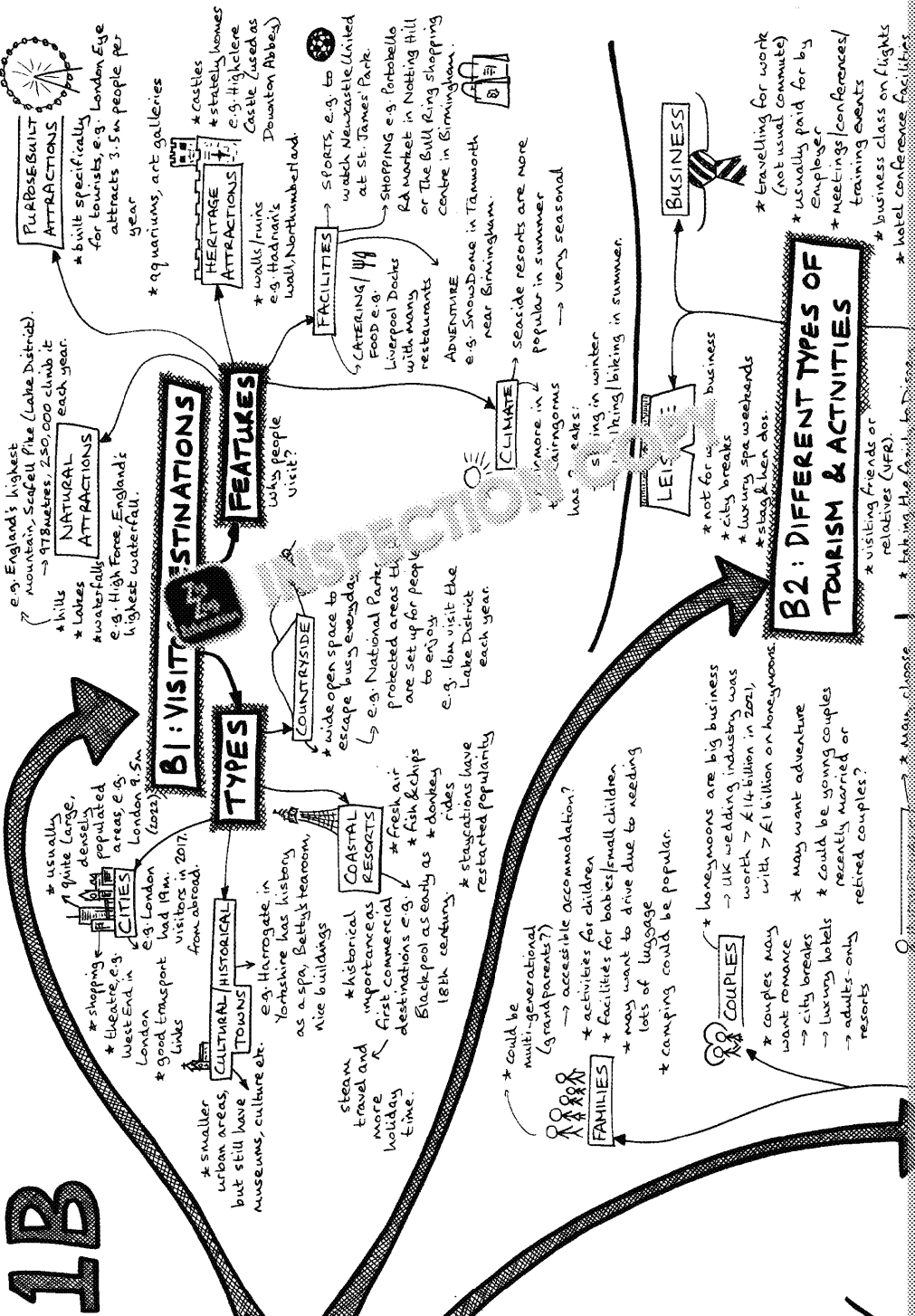
B2: VISITOR DESTINATIONS

* very fast so popular with business
* allows for foreign travel more easily
* as London is the busiest international airport in the world
* GATEWAY to the world

B4: TRAVEL OPTIONS

RAIL
* popular with business travellers as avoids time wasted at airports
* can work on a train
* High Speed Links → HS1 to Channel Tunnel HS2 London to Birmingham and further north
* Railroads and other discounts for various groups e.g. young people, make rail travel a comfortable and affordable option
* HUBS such as London King's Cross and GATEWAY to Paris through London Paddington
* more limited in terms of destinations but good facilities on leisure routes e.g. HUB of Port of Dover
* 31km from France GATEWAY 2012 had 12 million passengers

SEA



B2: DIFFERENT TYPES OF TOURISM & ACTIVITIES

FAMILIES
* honeymoons are big business → UK wedding industry was worth > £14 billion in 2021, with > £1 billion on honeymoons
* many want adventure
* could be young couples recently married or retired couples?

Couples
* couples may want romance
* city breaks
* luxury hotels
* adults-only resorts

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2A

BTEC TECH AWARD TRAVEL & TOURISM COMPONENT 2: CUSTOMER NEEDS

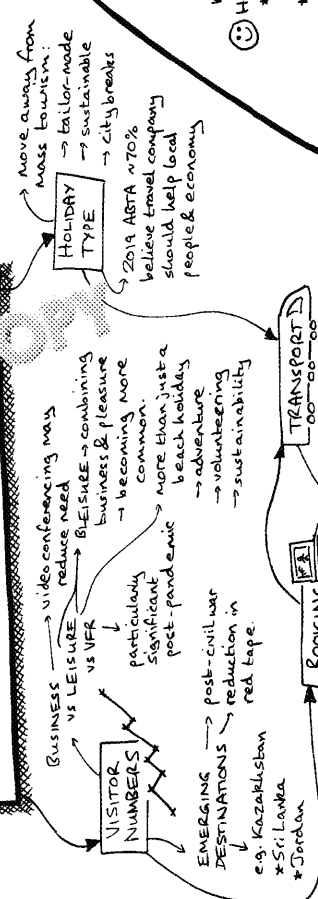
A1: IDENTIFYING NEEDS



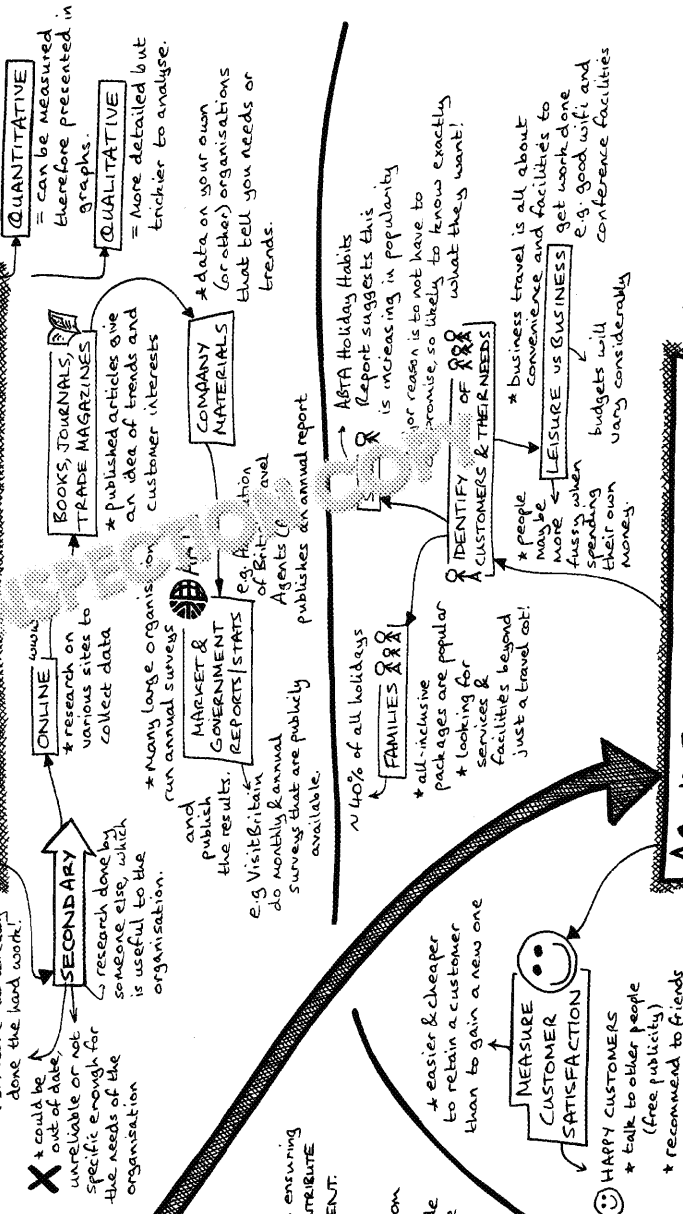
TRENDS

- 1 CATCH-UP on missed holidays due to Covid-19.
→ may upgrade or switch to 'bucket-list' destination
- 2 INCREASED RELIANCE on TRAVEL AGENTS (package holidays)
→ particularly in light of uncertainty and potential changes
- 3 NEW-TO-CRUISE market expected to see cruising reach new heights
- 4 VFR (visiting friends & relatives) even more important post-pandemic.
- 5 SUSTAINABILITY will continue to rise in popularity

A3: IDENTIFYING TRAVEL & TOURISM TRENDS



A1: TYPES OF MARKET RESEARCH



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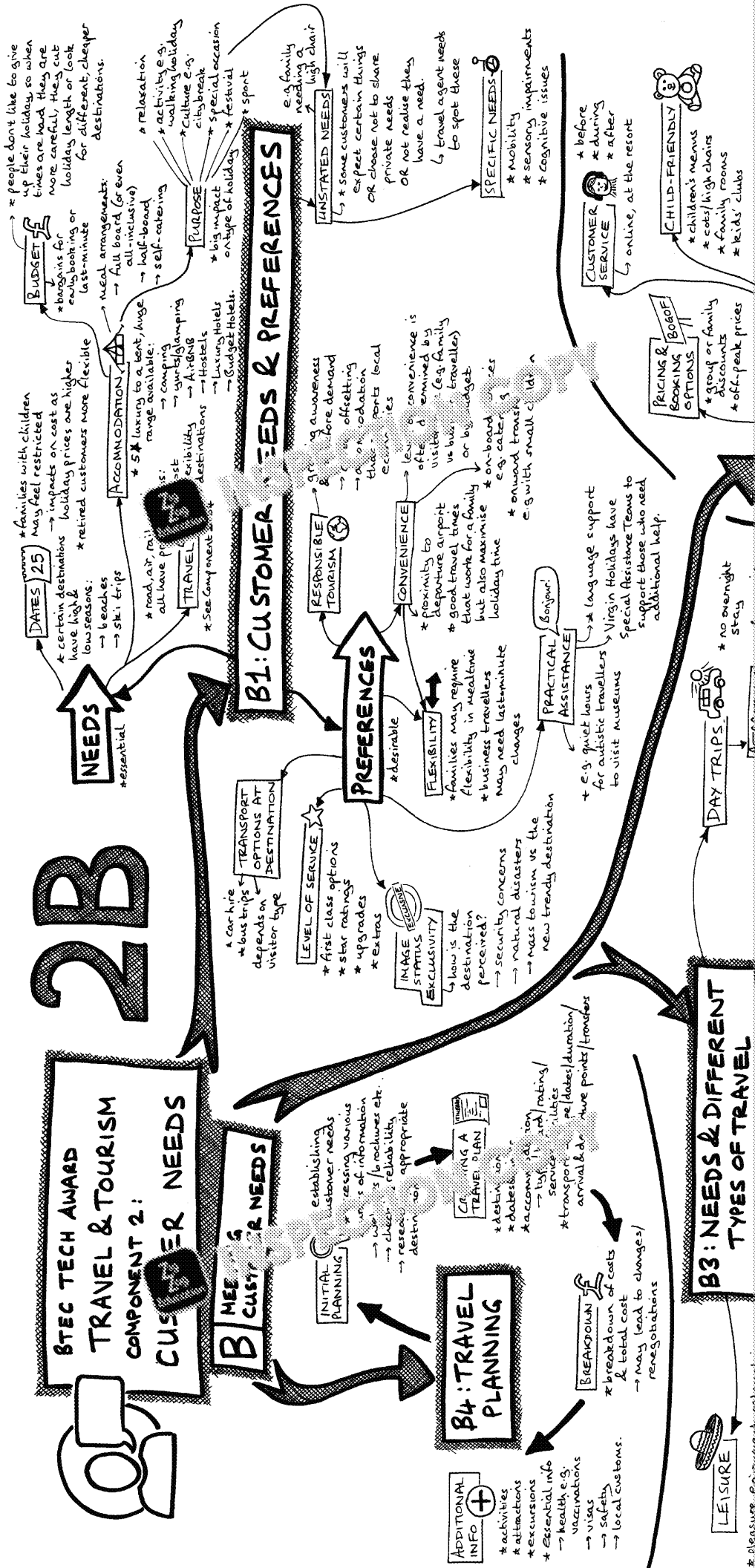
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BTEC TECH AWARD TRAVEL & TOURISM COMPONENT 2: CUSTOMER NEEDS

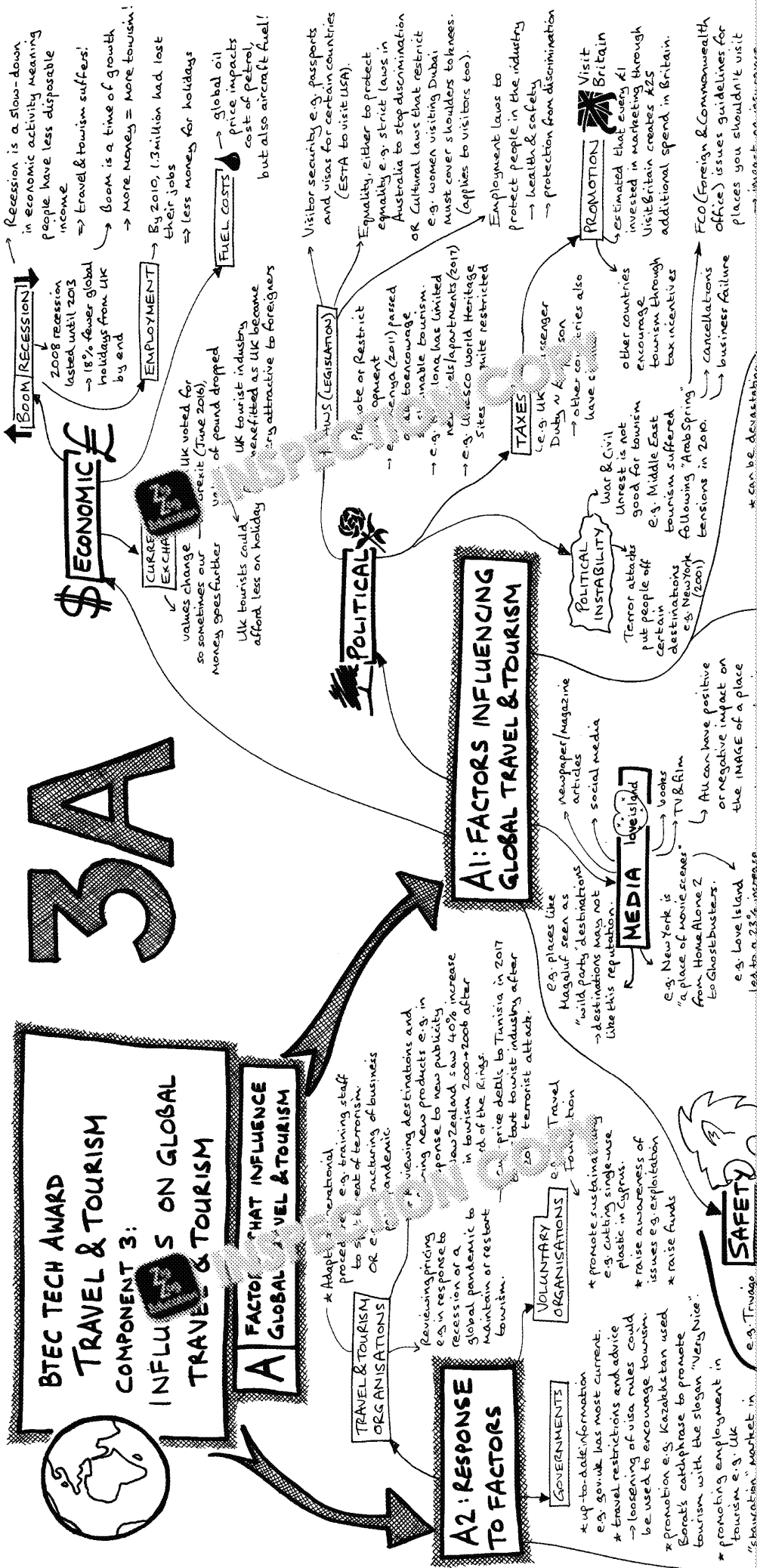
B1: CUSTOMER NEEDS



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B IMPACT OF TRAVEL & AVAILABILITY

TOURISM

- OR restrictions on football as
- * behaviour & dress e.g. no public kissing in Muslim countries
- * showing respect for culture & traditions e.g. by visiting Turkey during Ramadan.
- * avoid conflict by understanding local customs e.g. tipping or regulations on photography.

supporting local projects practicing, rather than encouraging begging, e.g. Global Angels supports a project to get Nairobi street children off the streets and into education.

ourism has the potential for
3e positives, but only if man

- promote tourism aims to:
 - 1. celebrate & conserve heritage
 - 2. culture (sociocultural)
 - 3. generate economic benefits for the community (Economic)
 - 4. protect natural systems and resources (Environmental)

globally in 2019.

Sustainable tourism must employ and support locals.

e.g. Masai in Kenya have built strong links with tourism through communal conservancies (enclaves).

50

- need to create routes through to higher paid jobs (not just bar staff)
- training is fundamental but tricky to enforce as it is cheaper to not do it

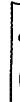
water for parks & golf courses in Spain.

pollution → 10th of CO₂ emissions globally is from tourism
 * traffic e.g. in domestic destinations such as Lake District
 + growing e.g. Grand Canyon, USA

environmental damage
→ habitat loss e.g. turtle beaches
→ reduced biodiversity e.g.
hotel developments on
rainforests on edge of
rainforests, e.g.
→ courses for parks &
courses in Spain

* consequences
→ tourist contributes
e.g. UK National
Wildlife (adventure)
on
milk
section
works
Galapagos
conservation Trust
education e.g.

ENVIRONMENTAL



 weekendmakers

 towards

SOCIO-CULTURAL

- * disruption to everyday life
→ loss of culture e.g. by catering to generic holidaymakers
- * loss of traditions, food, dress etc.
- * resentment towards visitors
- * increased crime
- * staged authenticity e.g. Maasai tribes
- * impacts on local people

→

- * increased quality of life due to influx of money
→ health care → sports facilities
- * access to facilities & infrastructure built for tourists
- * improved cultural awareness
e.g. tourists witness traditional dance and try food from Maori people in New Zealand.
- * airports & transport

1

- * low-paid & seasonal jobs e.g. in beach resorts like Gendarm that need more staff in summer or ski resorts in winter
- * increased cost of living for locals.
- * leakage where much of the money tourists spend goes to the big company often based in the source country (as much as 70% leaks from Thailand right down to imported drinks).

for

NUMBERS

- Visas allow governments to limit numbers, e.g. Antarctic cruise ships cannot be >500 passengers.
- Limit time in the country, e.g. USA 90 days, Australia 12 months.

pedestrianised or traffic-limited city centres reduce pollution and increase air quality, hence visitor experience
→ London Congestion Charge £11.50

BTEC TECH AWARD TRAVEL & TOURISM COMPONENT 3:

INFLUENCES ON GLOBAL TRAVEL & TOURISM

C DESTINATION MANAGEMENT

Private no government but requiring support (which may be additional)

PUBLIC & PRIVATE

Big new transport infrastructure is often controlled by government but built by private companies e.g. HS2 was contracted to Balfour Beatty & Mott MacDonald (amongst others)

InterContinental Hotels Group (IHG), a British holiday company, is a Vietnamese developer, to build hotels in Ba Na Hills, Vietnam

work with private companies to promote good holidays worth with dreams come true to support children with serious illnesses

GOVERNMENT & PRIVATE

companies work together to provide services for each other e.g. transport links to new hotel

work with private companies to promote good holidays worth with dreams come true to support children with serious illnesses

VOLUNTARY SECTOR

work with governments to share skills and knowledge, or to get funding, e.g. 2017-18 National Lottery got £18m in funding to restore properties

C3: PARTNERSHIPS IN DESTINATION MANAGEMENT

raise profile / advertise the area e.g. Visit Scotland's TV adverts.

SUSTAINABLE TOURISM

any new investment is sustainable as reduces negative impacts of tourism.

e.g. Six Senses Resort in Fiji is solar powered, recycles rainwater and is furnished by local artists

In 2017, Kenya announced a programme to

C2: ROLE OF LOCAL & NATIONAL GOVERNMENTS IN TOURISM

legislation to reduce potential negatives & increase benefits of tourism.

also a hub for Caribbean

also a hub for Caribbean

also a hub for Caribbean

WHY?

* Maximise economic benefit

* Attract foreign currency

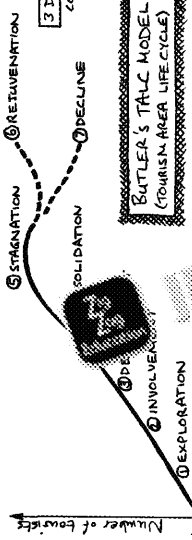
* Diversify economy

* Raise funds to develop country (poverty, health, education)

* Create jobs

* Improve quality of life

C1: TOURISM DEVELOPMENT



EMERGING DESTINATIONS

SIERRA LEONE

* Visitors seeking adventure or unspoilt nature e.g. beaches.

* Difficult to access from overseas e.g. Freeport Airport is not well connected.

* Local people lead traditional lifestyles and may not access good healthcare/education

* Tourism Ministry in Sierra Leone is pushing hard to become a destination known as a destination

* Basic infrastructure such as water & electricity e.g. only 23% Sierra Leone have electricity

* Civil war 1991-2002

* 71,000 tourists in 2019

* 1% GDP from tourism

MATURE DESTINATIONS

JAMAICA

* Most tourism through organised packages

* Fully developed links and infrastructure e.g. Kingston airport connected to UK/USA

* Economic reliance on tourism e.g. Jamaica lost 70% visitors due to Covid and GDP dropped ~10% as a result

* Some conflict for pressure of mass tourism or bad tourist behaviour

* Globally known destination e.g. Jamaican colours and Bob Marley are known around the world

* Area round Montego Bay is very busy taking land from farmers for hotels and putting strain on local water resources

* Dramatic drop in numbers due to pandemic and facilities are derelict or sold off e.g. St. James

* Alternative destination often targeting a new target audience e.g. Brighton as an "alternative destination"

* Lack of investment or competition from other places, e.g. Singapore

* Decline due to lack of investment or competition from other places, e.g. Singapore

* Rejuvenation - new investment, often targeting a new target audience e.g. Brighton as an "alternative destination"

1. EXPLORATION - small number of tourists, maybe to a particular feature e.g. a beach island e.g. remote parts of Latin America

2. INVOLVEMENT - locals start to respond by providing amenities such as car parks/hotels. e.g. less developed Thai islands

3. DEVELOPMENT - local people lose control as tour operators move in e.g. parts of Turkey

4. CONSOLIDATION - tourism is major part of local economy. Some areas may start to look old e.g. Barcelona

5. STAGNATION - decline due to lack of investment or competition from other places, e.g. Singapore

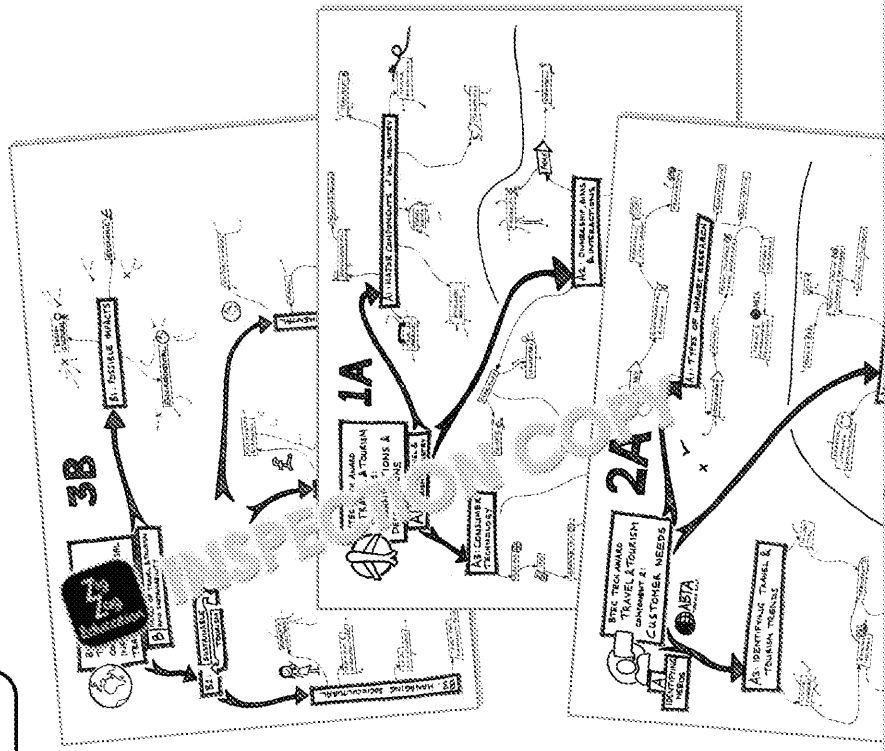
6. DECLINE - new investment, often targeting a new target audience e.g. Brighton as an "alternative destination"

7. REJUVENATION - dramatic drop in numbers due to pandemic and facilities are derelict or sold off e.g. St. James

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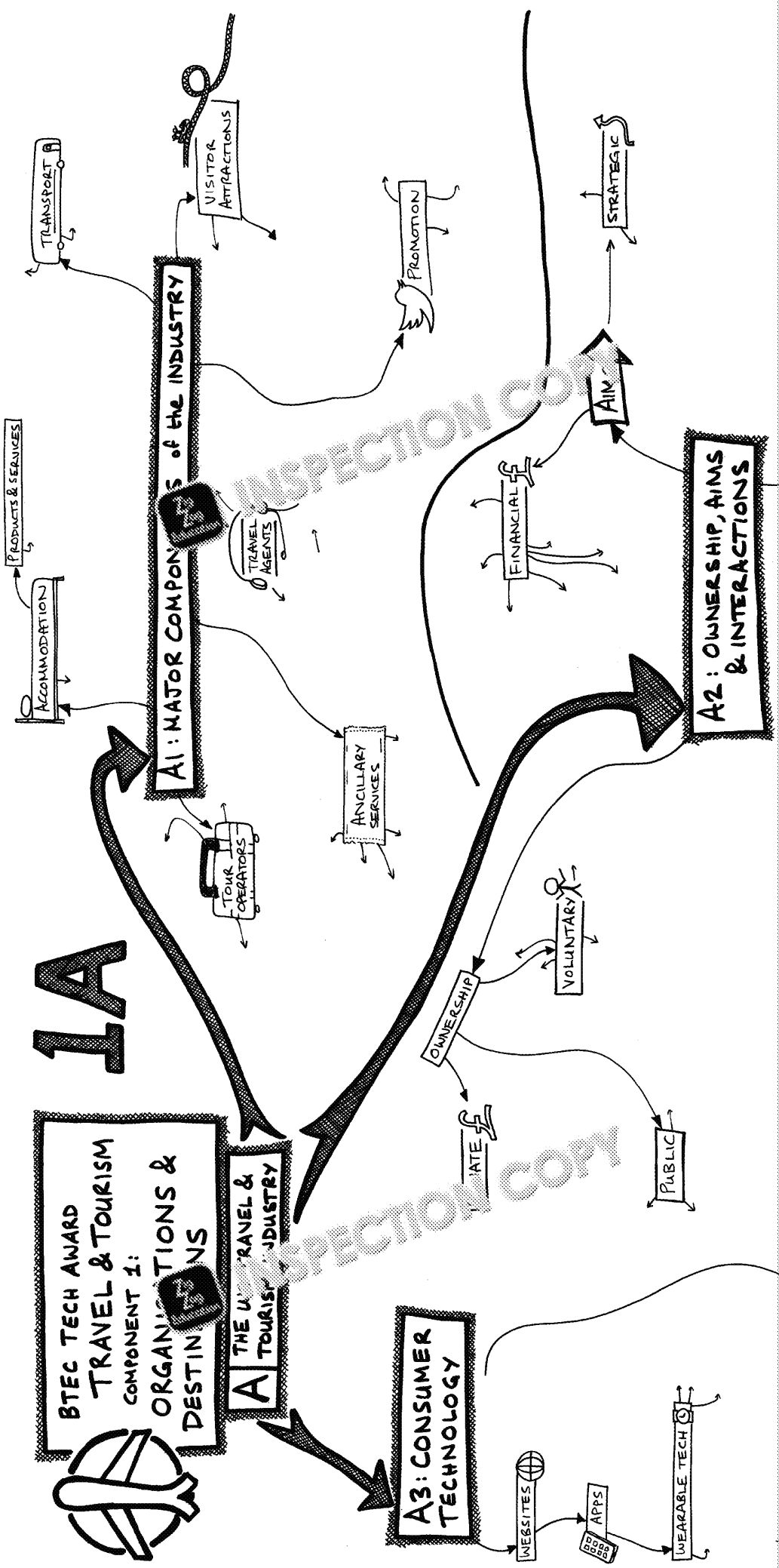
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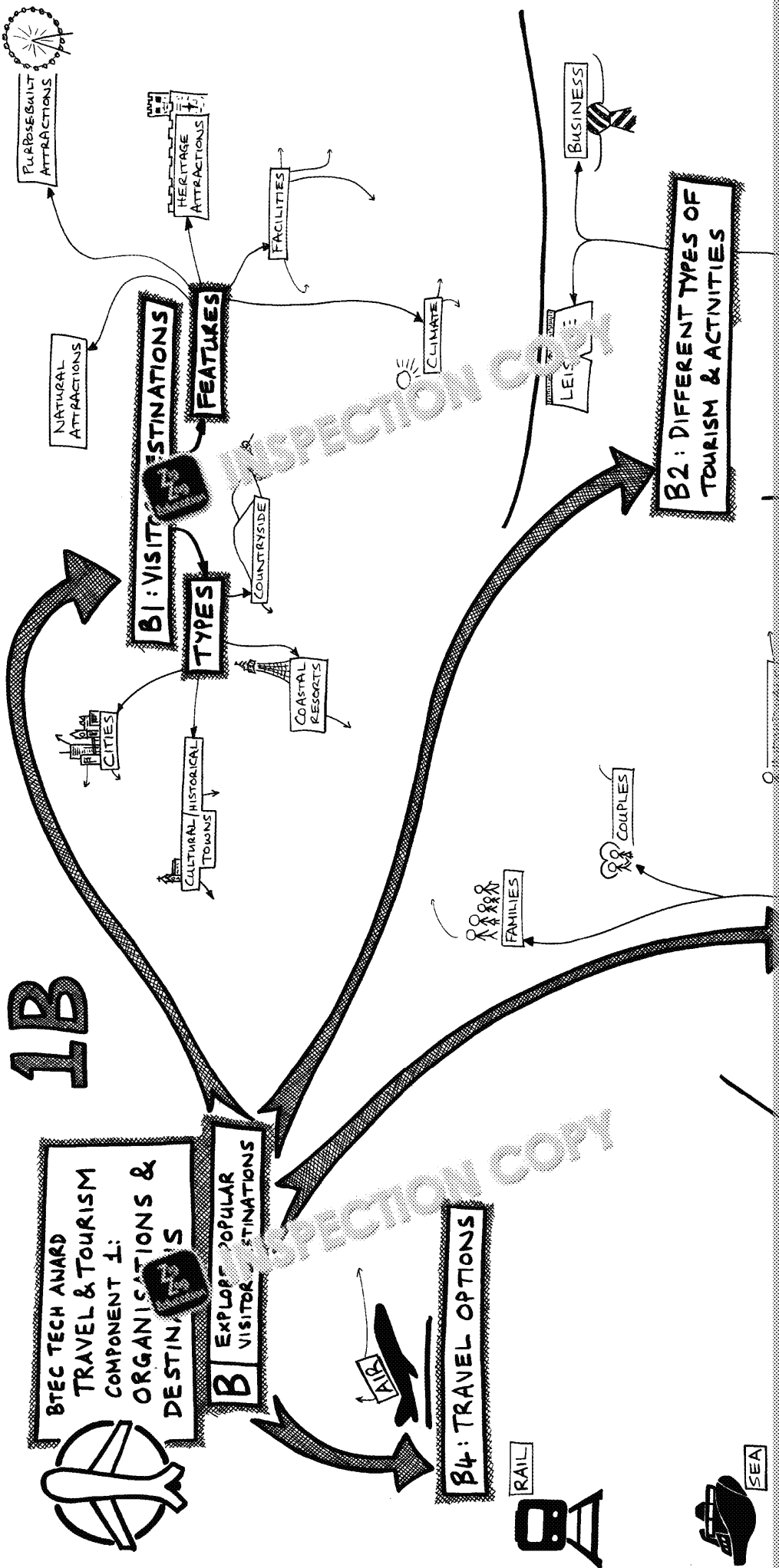
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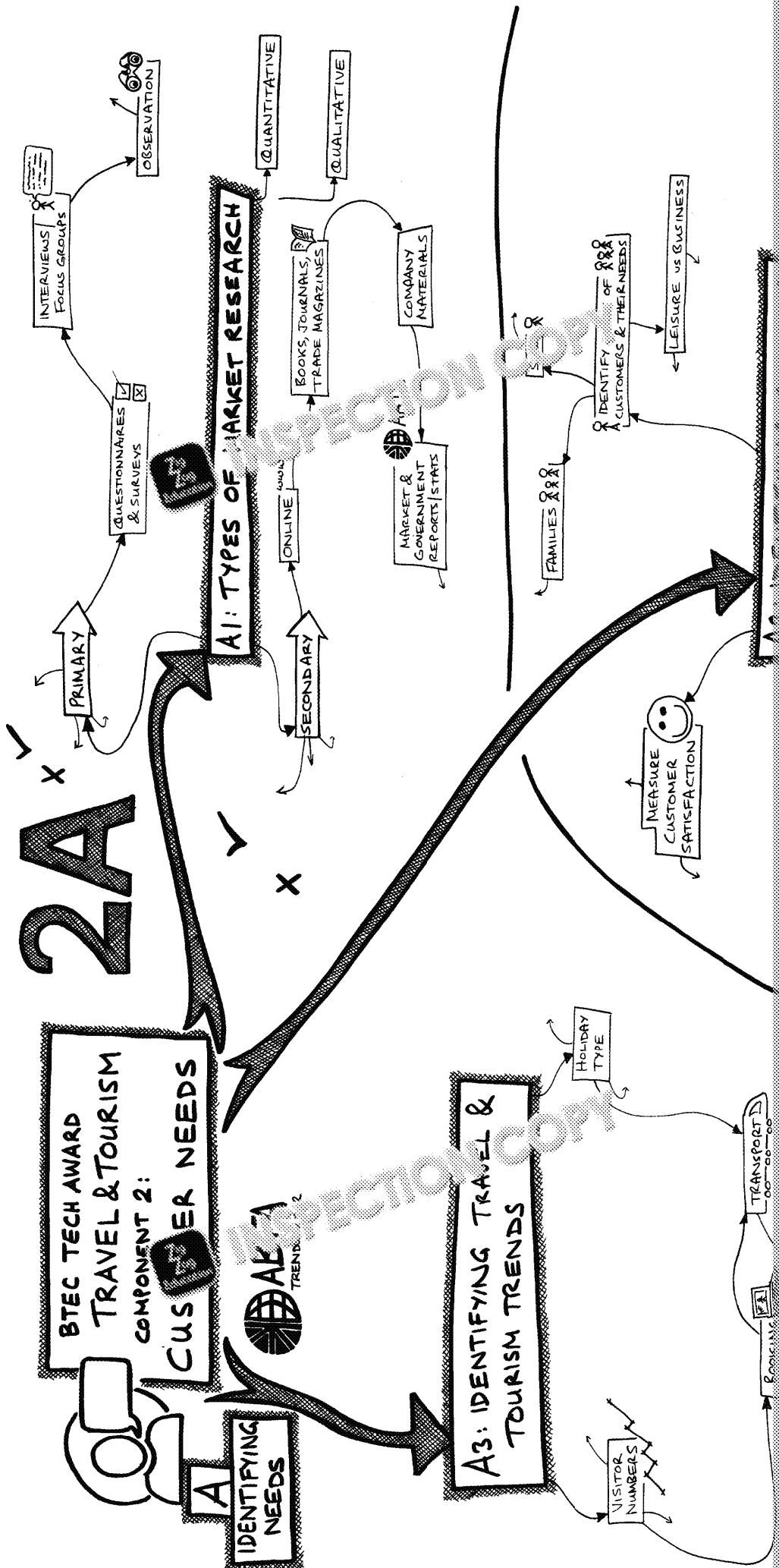


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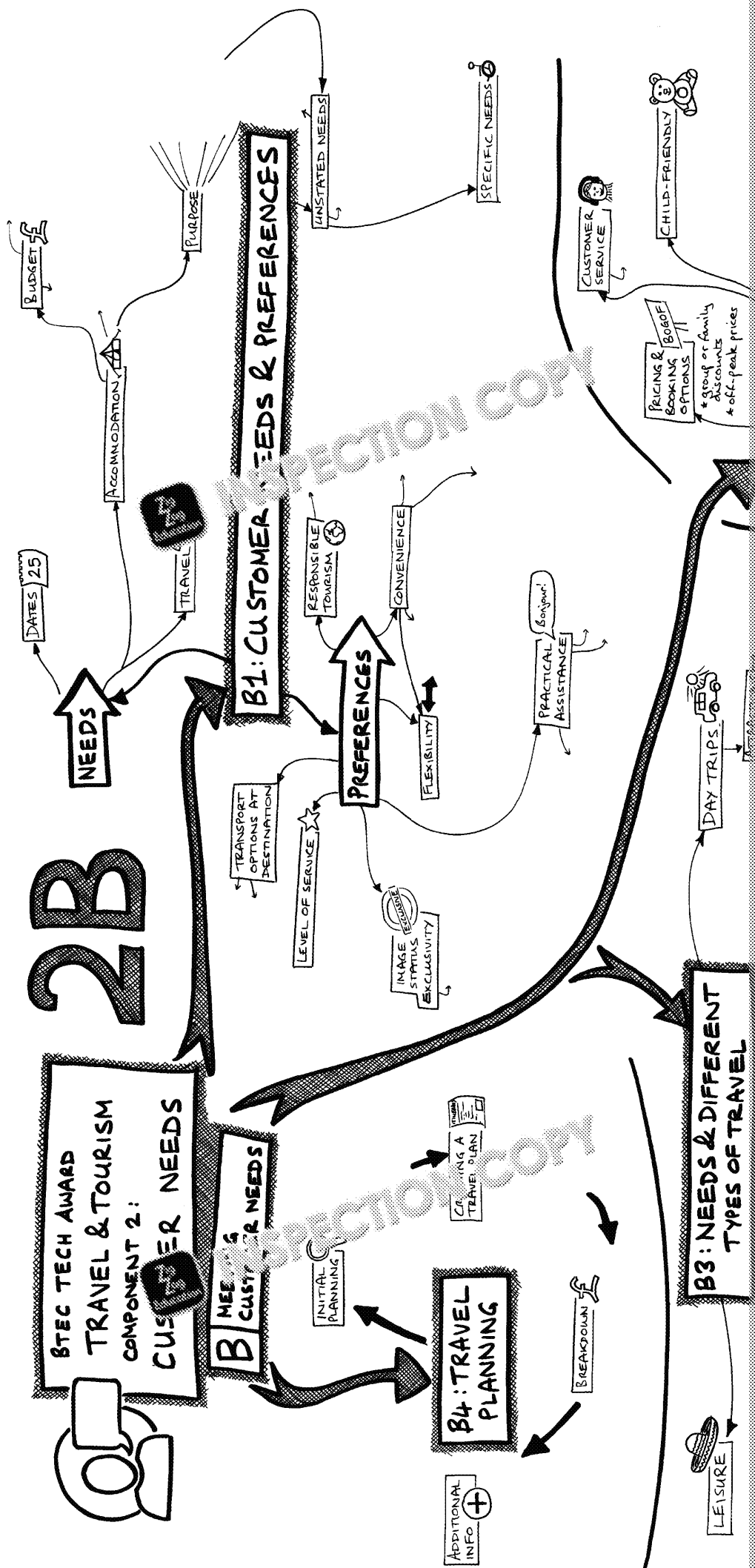
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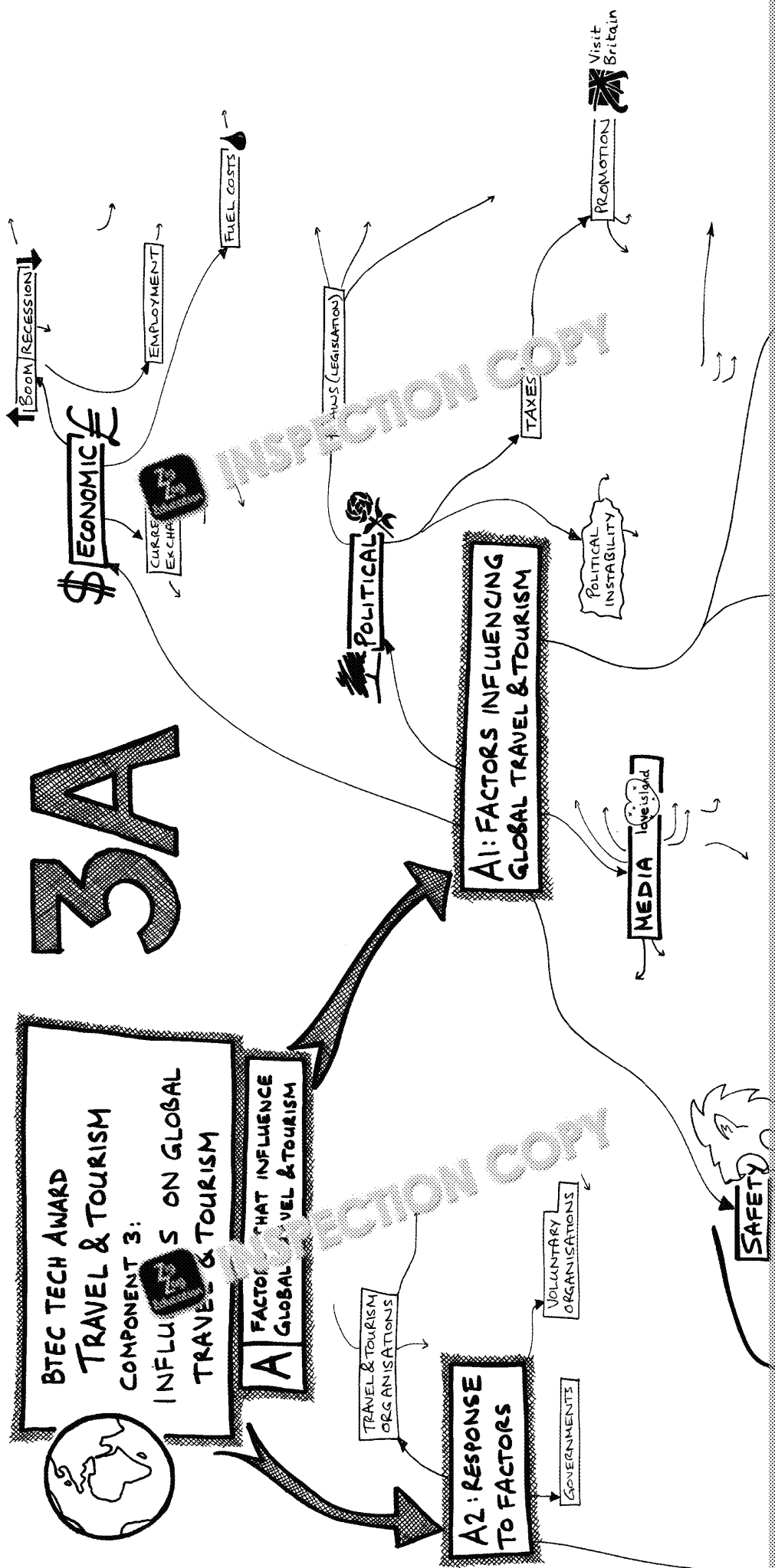




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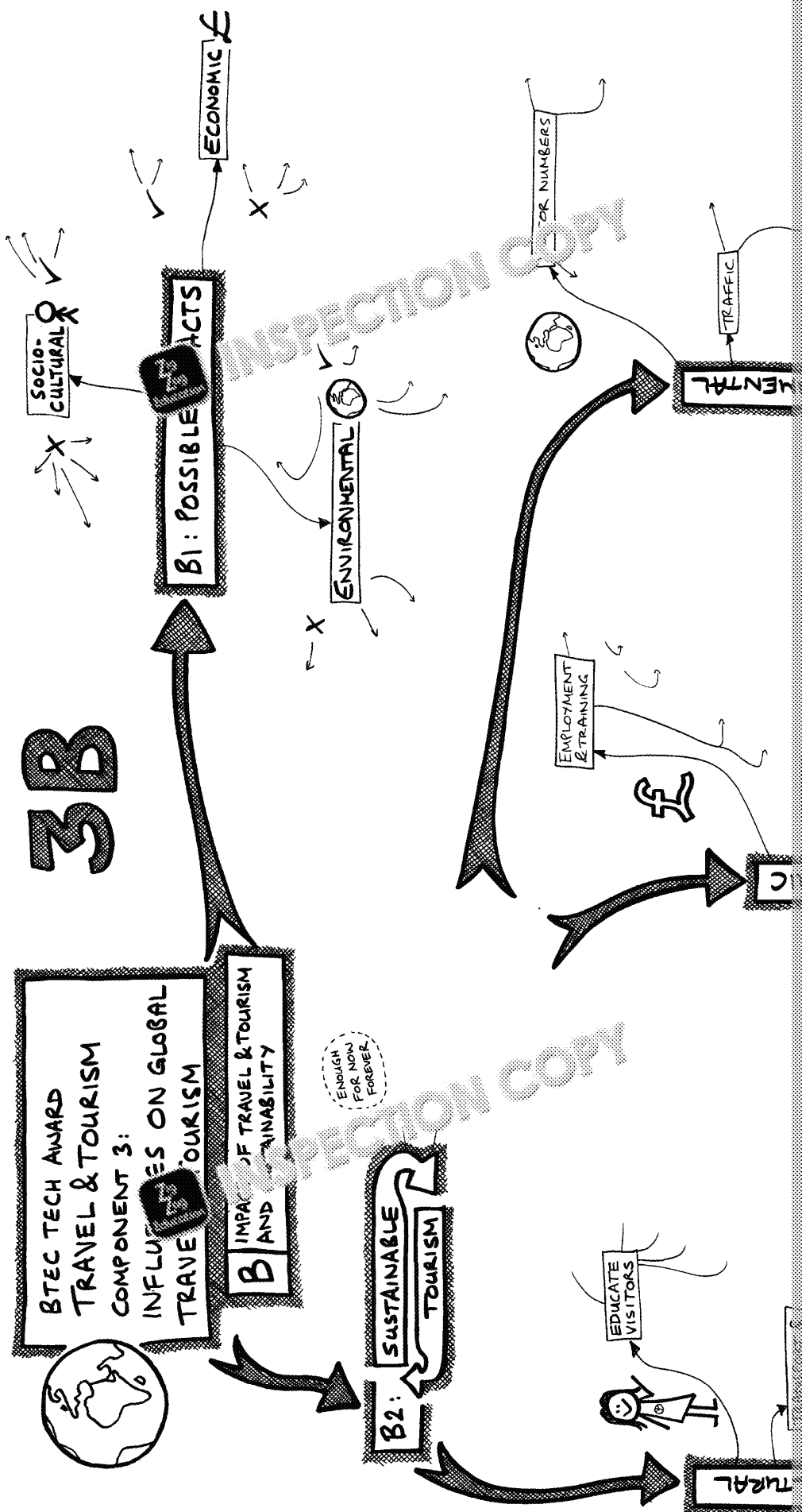




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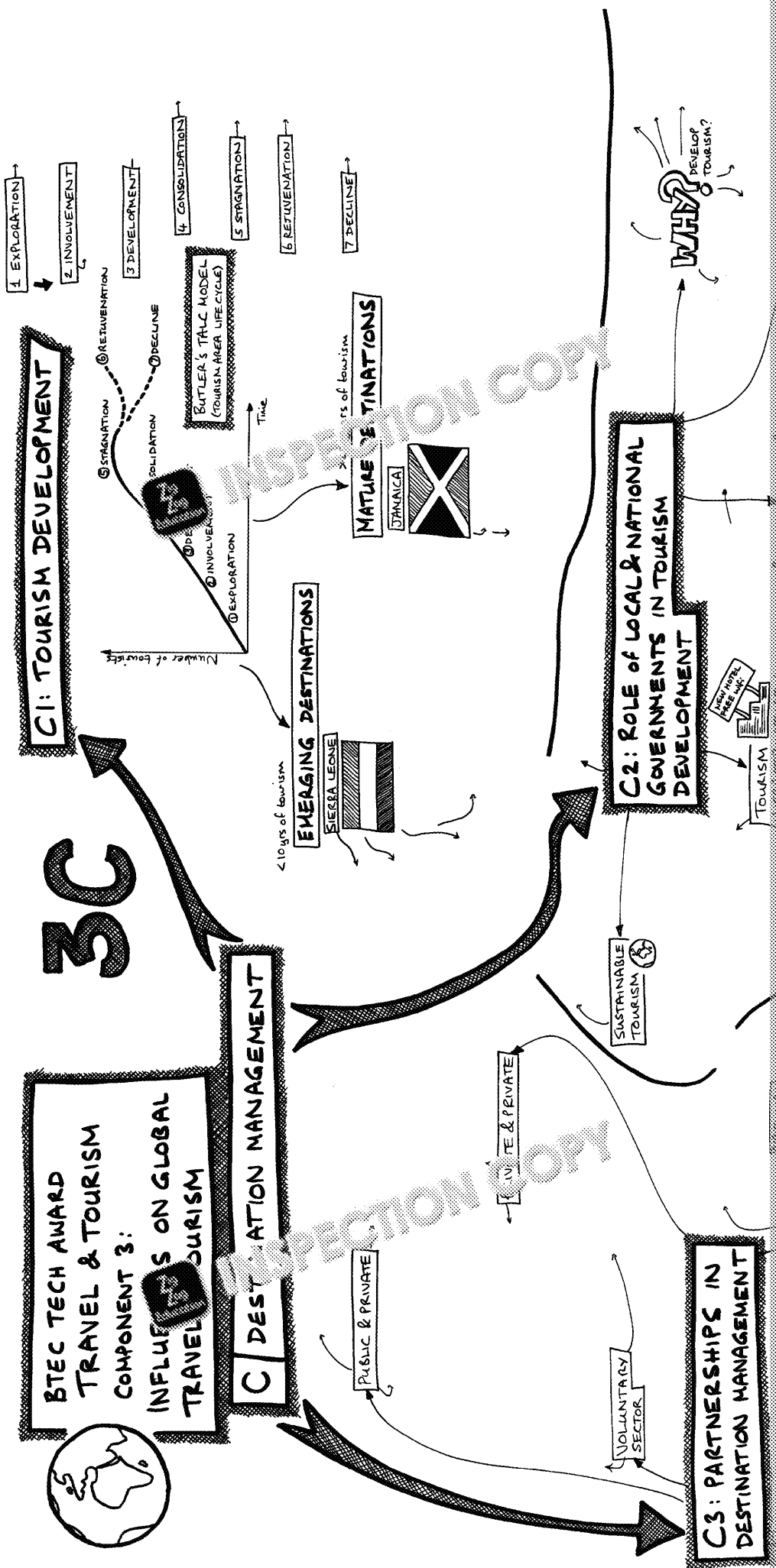




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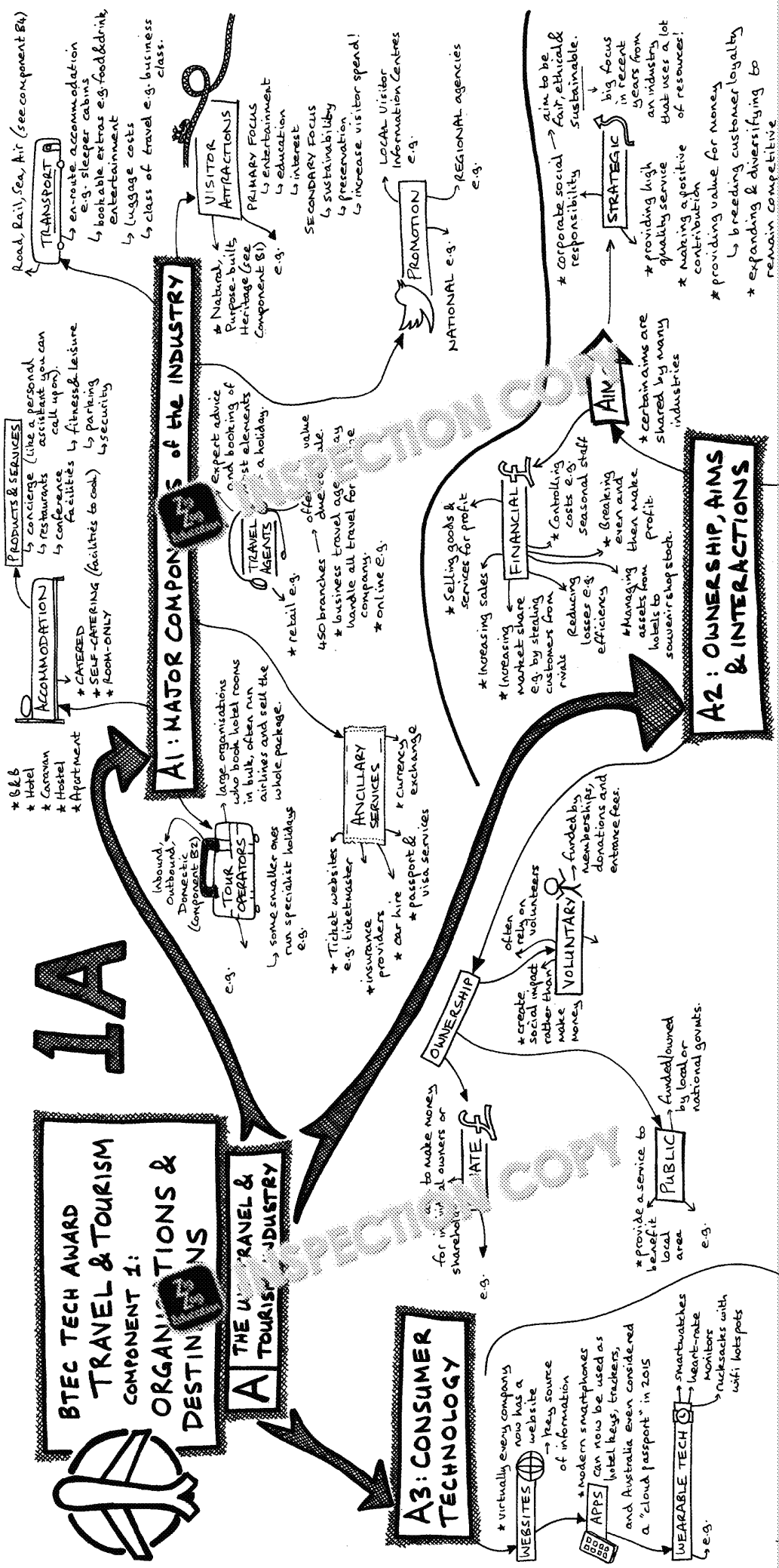




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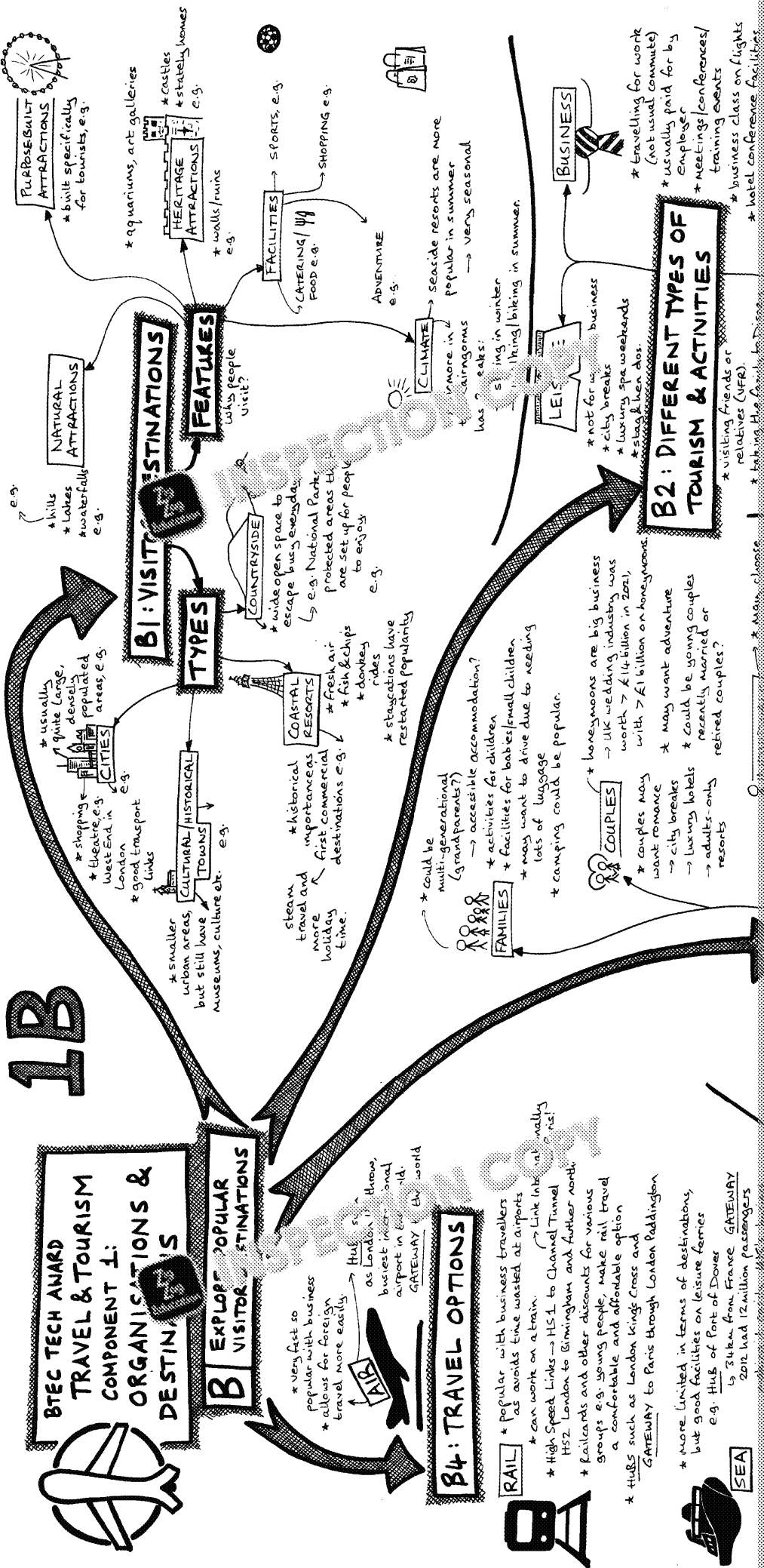
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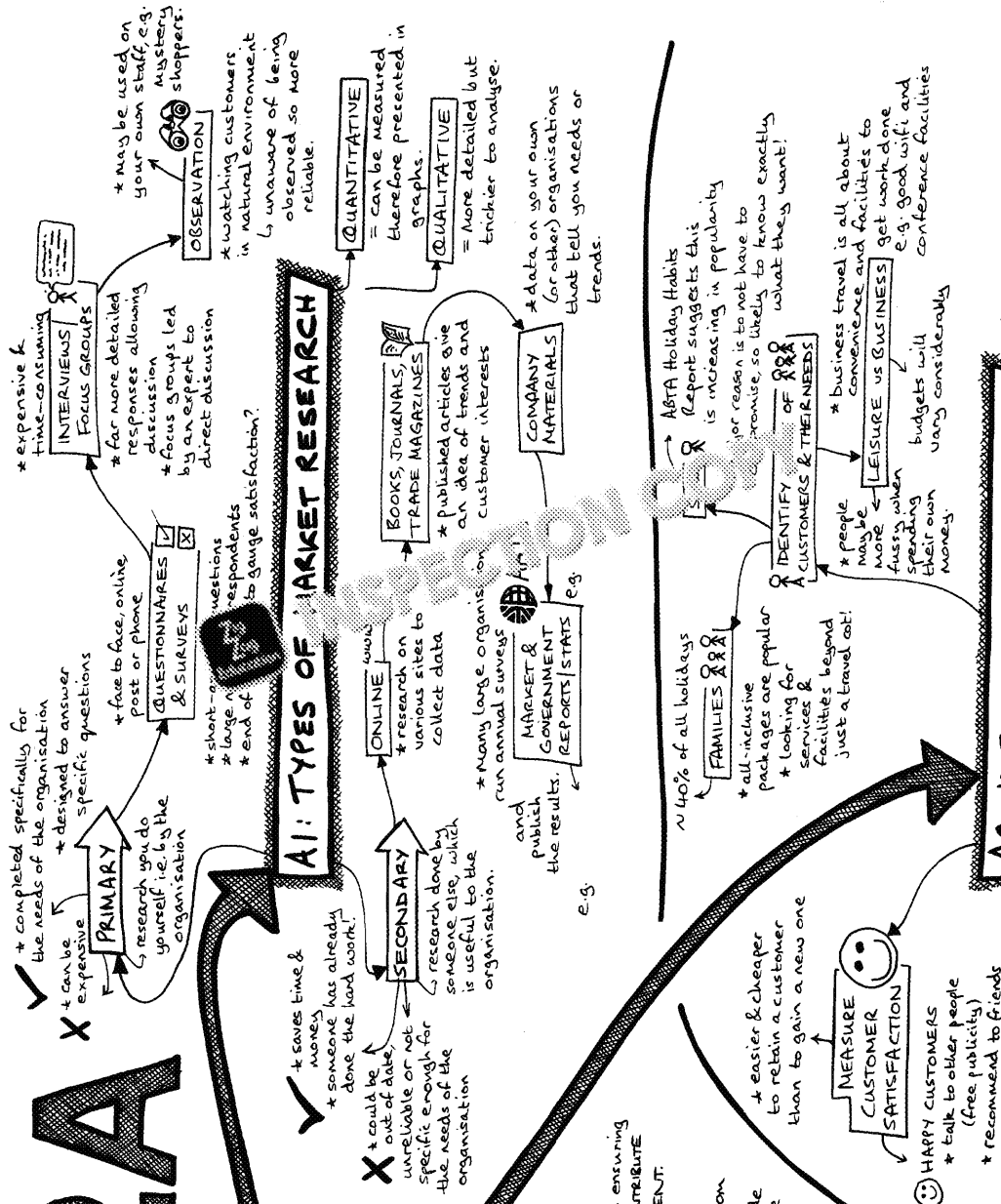
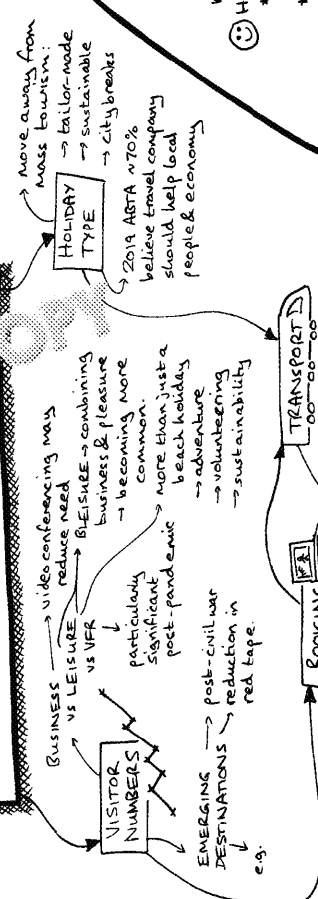
BTEC TECH AWARD TRAVEL & TOURISM COMPONENT 2: CUSTOMER NEEDS



A1: IDENTIFYING NEEDS

- ① CATCH-UP on missed holidays due to Covid-19.
→ may upgrade or switch to 'bucket-list' destination
- ② INCREASED RELIANCE on TRAVEL AGENTS & PACKAGES
→ particularly in light of uncertainty and potential changes
- ③ NEW-TO-CRUISE market expected to see cruising reach new heights
- ④ VFR (visiting friends & relatives) even more important post-pandemic.
- ⑤ SUSTAINABILITY will continue to rise in popularity

A3: IDENTIFYING TRAVEL & TOURISM TRENDS



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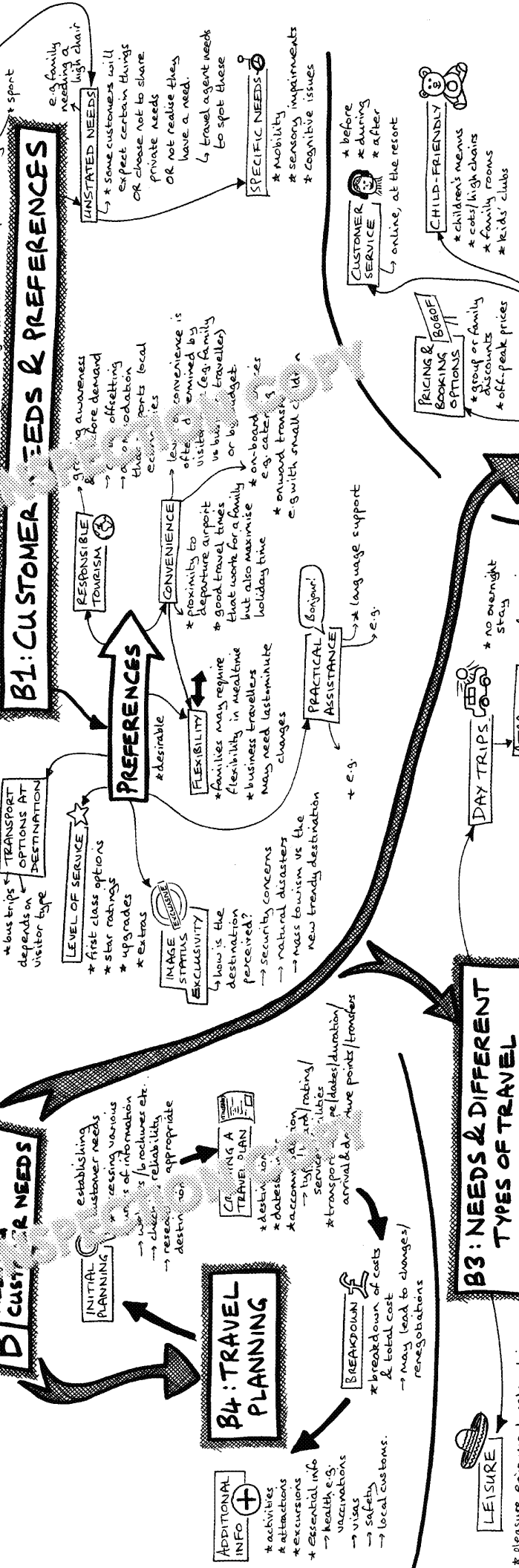
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2B

BTEC TECH AWARD TRAVEL & TOURISM COMPONENT 2: CUSTOMER NEEDS

B1: CUSTOMER NEEDS



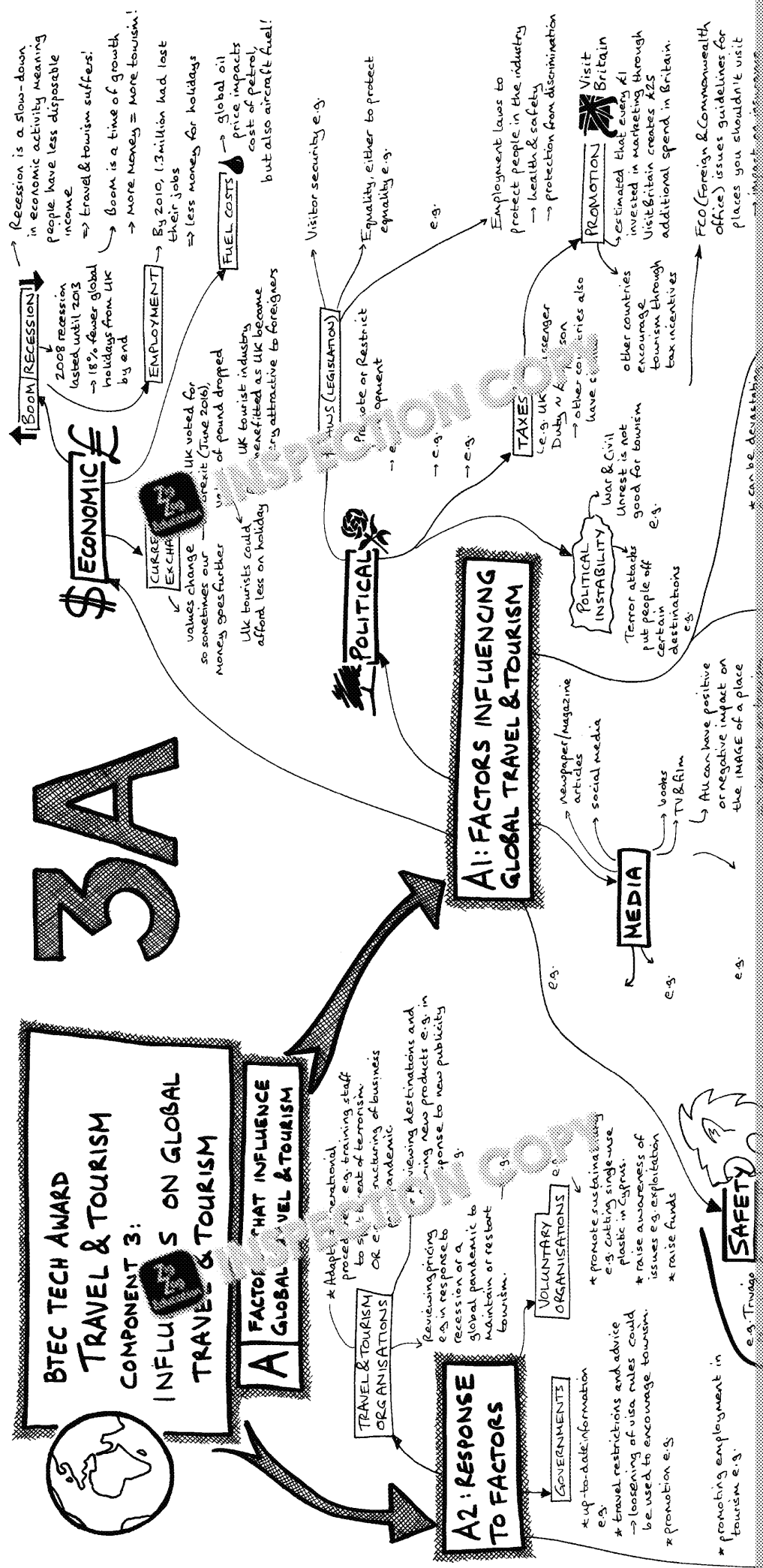
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BTEC TECH AWARD TRAVEL & TOURISM COMPONENT 3: INFLUENCES ON GLOBAL TRAVEL & TOURISM

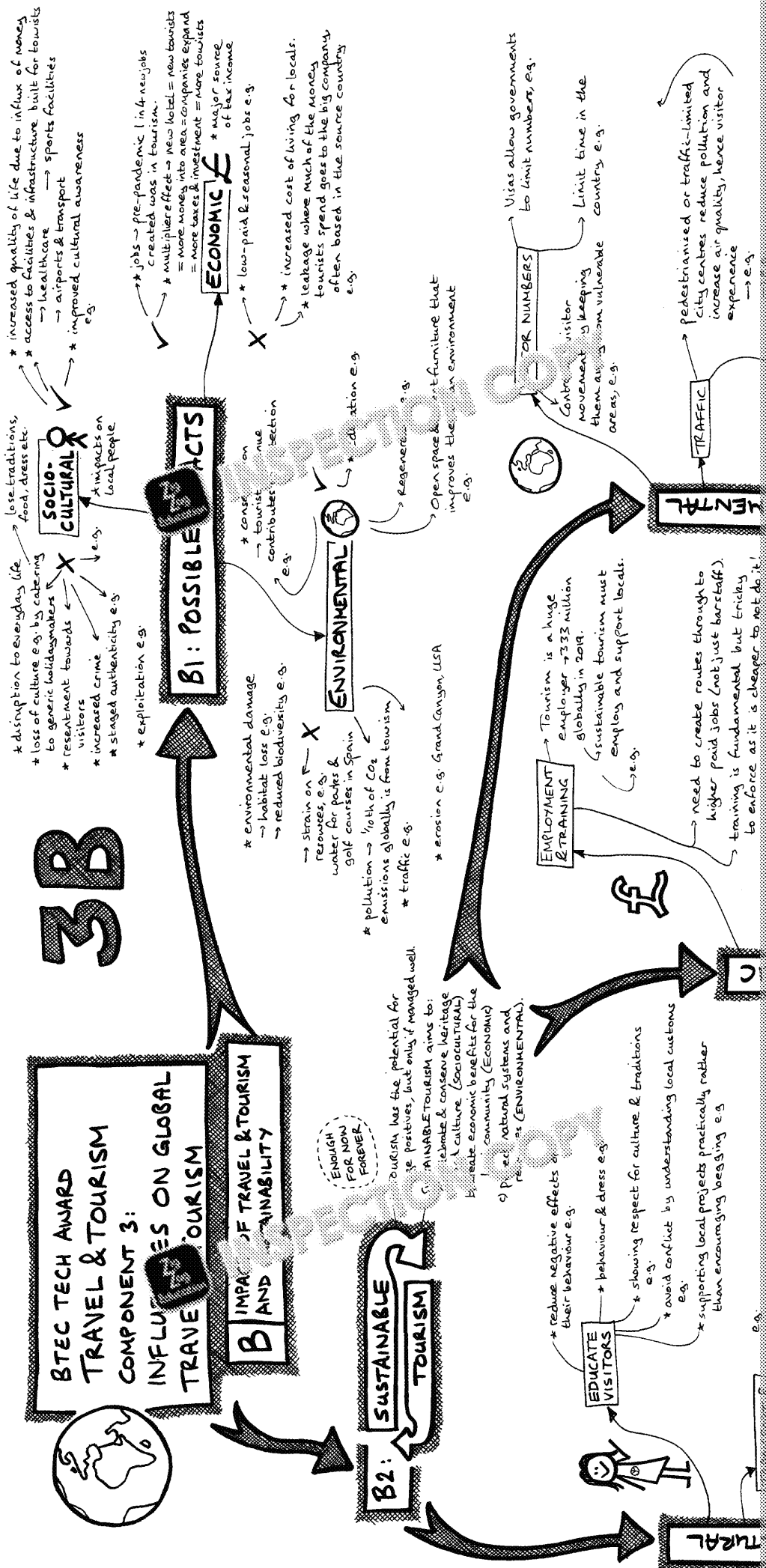
A FACTORS THAT INFLUENCE GLOBAL TRAVEL & TOURISM



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BTEC TECH AWARD TRAVEL & TOURISM COMPONENT 3: INFLUENCES ON GLOBAL TRAVEL & TOURISM

3C

C DESTINATION MANAGEMENT

Private not but requiring
government support (which may be
additional)

PUBLIC & PRIVATE

Big new transport
infrastructure is often
controlled by government
but built by private companies
e.g.

companies work together
to provide services for each
other e.g. transport
links to
new hotel.

e.g.

INTEGRATED & PRIVATE

work with
private companies
to promote good
causes e.g.

VOLUNTARY SECTOR

work with
governments to
share skills and
knowledge, or to
get funding, e.g.

C3: PARTNERSHIPS IN DESTINATION MANAGEMENT

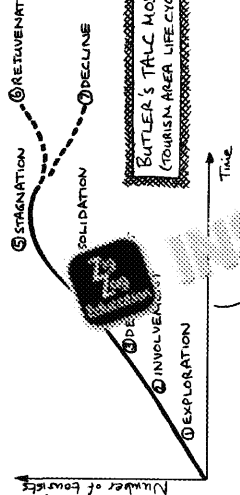
raise profile/
advertise the
area e.g.

EMERGING DESTINATIONS

<10 yrs of tourism
e.g.

MATURE DESTINATIONS

>20 yrs of tourism
e.g.



C1: TOURISM DEVELOPMENT

1. EXPLORATION → small number of tourists, maybe to a particular feature e.g. a beach island e.g.
2. INVOLVEMENT → locals start to respond by providing amenities such as car parks/hotels. e.g.
3. DEVELOPMENT → local people lose control as tour operators move in e.g.
4. CONSOLIDATION → tourism is major part of local economy. Some areas may start to look old e.g.
5. STAGNATION → decline due to lack of investment or competition from other places, e.g.
6. RETURNOVEMENT → new investment, often targeting a new target audience e.g.
7. DECLINE → numbers drop dramatically and facilities are derelict or sold off e.g.

C2: ROLE OF LOCAL & NATIONAL GOVERNMENTS IN TOURISM DEVELOPMENT

legislation to
1. reduce potential negatives
2. increase benefits of tourism.

makes sense that
any new investment
is sustainable as reduces
negative impacts of
tourism.

SUSTAINABLE TOURISM

e.g.

WHY?

- * Maximise economic benefit
- * Attract foreign currency
- * Diversify economy
- * Raise funds to develop country (poverty, health, education)
- * Foreign investment
- * Create jobs
- * Improve quality of life

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