



Belfairs Academy

Travel and Tourism Fundamentals Map

Year 11

Knowledge	Skills
Unit 1: The UK travel and tourism sector Know about the industries, and key organisations, within the travel and tourism sector, their roles and interrelationships Learning aim B Understand the role of consumer technology in the travel and tourism sector Learning aim C	B4 - The interrelationships between travel and tourism organisations C1 - The role of consumer technology
Unit 4 - To know the major international travel and tourism destinations and gateways Learning aim A	Complete a series of A4 maps with each destination and gateway accurately located Map 1 and 2 <ul style="list-style-type: none">Accurately locate six major gateways from at least two different continents
	Map 3 - 8 <ul style="list-style-type: none">Locate two of each type of European and worldwide destination from the list below:European: major summer sun, major winter sun, major winter sport, major countryside areas, major city break and major cruise areasNon-European: major beach, major islands, major winter sport, major areas of natural significance, major city breaks



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Unit 4 – To investigate and understand the appeal of international travel and tourism destinations to different types of visitor Learning aim B	Complete two detailed mini brochures describing and explaining three features that contribute to the appeal of one European and one worldwide destination for two different visitor types.
Unit 4 – To understand and be able to plan international travel to meet the needs of the visitor Learning aim C	<ul style="list-style-type: none">• Plan two holidays, one European and one worldwide destination, for different visitor types, producing an itinerary for each.• For the next level, be sure both itineraries are detailed and you have justified the choices made for the different visitors.
Unit 3 – Investigate and understand travel and tourism customer service Learning aim A	<ul style="list-style-type: none">• Conduct an investigation
Unit 3 – Explore the needs and expectations of different types of customers in the travel and tourism sector. Learning aim B	
Unit 3 – Understand the importance of customers service to travel and tourism organisations Learning aim C	