

Tech Award Travel & Tourism– Ace Your Exams



Honesty ~ Excellence ~ Ambition ~ Respect ~ Teamwork



Overview

The Tech Award in Travel & Tourism gives learners the opportunity to develop sector-specific applied knowledge and skills through realistic vocational contexts.

Learners will have the opportunity to develop applied knowledge and skills in the following areas:

- ❑ Travel & Tourism organisations & destinations
- ❑ Customer needs in Travel & Tourism
- ❑ Influences on Global Travel & Tourism

Assessment in Travel & Tourism

3 Components

1. Organisations &
Destinations

2. Customer Needs

3. Influences of Global
Travel & Tourism

Controlled Assessment

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Exam

***Controlled assessments are assignments that will be completed under supervision in class.
Pearsons (the exam board) will set a scenario that the assignments will be based on.***

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Component 1 (Controlled Assessment) 30% of Final Grade



Component 1: Travel & Tourism Organisations and Destinations

Learners will investigate travel and tourism organisations in the UK, their ownership, aims, key products and services, and how they work together.

They will explore the role of different consumer technologies within the travel and tourism industry.

Learners will understand the different types of tourism and different types of visitor, and will investigate the features of and routes to popular tourist destinations.

There are 2 Learning Outcomes

- A. Explore types and provision of sport and physical activity for different types of participant and understanding of the UK Travel & Tourism Industry.
- B. Explore popular visitor destinations.

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Component 2 (Controlled Assessment) 30% of Final Grade



Component 2: Customer needs in Travel & Tourism

Learners will investigate how organisations use market research to identify travel and tourism trends and identify customer needs and preferences.

They will apply their understanding by exploring how specific needs are met by organisations and how travel planning meets customer needs and preferences.

There are 2 Learning Outcomes

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

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Component 3 (Controlled Assessment) 40% of Final Grade



Component 3: Influences on Global Travel & Tourism

Learners will explore the different factors that may influence global travel and tourism, and how travel and tourism organisations and destinations respond to these factors.

Learners will examine the potential impacts of tourism at global destinations and how destinations can manage the impacts of tourism and control tourism development to achieve sustainable tourism.

Learning Outcomes

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

The exam will be made up of:

- Short answer questions
- Long-Answer questions

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Support

Ensure your child completes the weekly homework:

- Set via TEAMS
- Parts of task needed for controlled assessment (research and write-up)
- eg currently looking at aims and objectives of Inghams
- Grade band given (0-4)

Support



BTEC Tech Award Level 2 (2022)

Travel & Tourism

Common Aims of UK Travel & Tourism Organisations

Travel and tourism organisations (e.g. hotels, airlines, tour operators, attractions, travel agents and visitor centres) have a range of aims. These can be financial or strategic, helping them to be successful, competitive and sustainable.



More visitors.
Stronger communities.
A brighter future.

Common Financial Aims

Focus on making money, improving performance and using resources efficiently.



1 Making Profit
Generate more money than is spent so the business can grow, invest and survive in the long term.
Example: A hotel increases room prices during peak season, resulting in higher profits.



2 Increasing sales and maximising sales revenue
Sell more products and services and increase the money made from each sale (e.g. higher prices, extra spend).
Example: A tour operator runs targeted online campaigns to attract more bookings and increase revenue.



3 Increasing market share
Attract a larger share of the total number of customers in the market.
Example: An airline offers a new route and special launch fares to win customers from competitors.



4 Reducing losses
Minimise money lost through poor sales, waste, inefficiency or external factors (e.g. seasonal changes).
Example: A hotel reduces food waste and energy use to lower costs and losses.



5 Breaking even
Ensure total income equals total costs (so there is no profit or loss).
Example: A travel company manages costs during a quiet season to cover all expenses and break even.



6 Controlling costs
Keep costs as low as possible without reducing the quality of the service.
Example: An attraction negotiates better rates with suppliers or reduces energy use to cut costs.



7 Managing assets
Use and maintain assets (e.g. buildings, vehicles, equipment, technology) effectively to get the best value and extend their life.
Example: A tour operator regularly services its coach fleet to keep it safe, reliable and reduce repair costs.

Common Strategic Aims

Focus on long-term success, future growth and positive impact, including reputation, growth and impact.



1 Corporate social responsibility (CSR)
Acting in a way that benefits society, the environment and local communities, not just the business.
Example: A hotel supports local charities, employs local people and reduces its environmental impact.



2 Sustainability
Protecting the environment and using resources responsibly for future generations.
Example: A tour operator reduces plastic use, saves energy and promotes eco-friendly travel.



3 Expanding
Growing the size of the business, reaching new customers or entering new areas/markets.
Example: An airline opens a new route to a popular holiday destination or builds a new hotel.



4 Diversifying
Introducing new products, services or operating in different markets to reduce risk and increase income.
Example: A seaside resort adds adventure activities (e.g. kayaking and zip wires) alongside beach holidays.



5 Competing
Beating rivals by offering better value, service, experience or unique products.
Example: A hotel introduces a loyalty programme with exclusive benefits to stand out from competitors.



6 High quality services and products
Meeting or exceeding customer expectations to build reputation and trust.
Example: A theme park invests in cleaner facilities, friendly staff and great attractions.



7 Value for money
Giving customers good quality for a fair price.
Example: A travel agent offers package deals that include flights, hotels and transfers at a reduced price.



8 Generating customer loyalty
Encouraging customers to return and recommend the business to others.
Example: A hotel offers a rewards programme with discounts and special offers for repeat customers.



9 Raising brand awareness
Making more people aware of the organisation and what it offers.
Example: A destination uses social media and influencer campaigns to promote its attractions.



10 Contributing to the local economy
Supporting jobs, businesses and spending in the local area.
Example: A resort buys from local suppliers, creating jobs and supporting local businesses.



11 Developing new customer technologies
Using technology to improve the customer experience, make services easier or reach new markets.
Example: A travel company launches a mobile app for bookings, check-ins and personalised offers.

Better journeys.
Bigger opportunities.

Travel & Tourism
builds a stronger,
more connected UK.

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Support

- Encourage your child to watch and read about the travel industry in the news.
 - Did you hear about the “tourist tax”?
 - What will this do to travel businesses in the UK?
 - Why will this affect the number of holiday makers going there?
- Don’t accept simple answers – ask them to explain in detail!

Support

- Encourage your child to be involved in any travel planning.
 - What will be the best way to get to....
 - What could we do at....
 - Where could we stay?
- Make them justify their answers!



Further support

Do have regular conversations about how they feel they are doing

- i.e. what did you get in your homework – how will you make the next one better

- Don't let them give you one-word answers.
- Make them explain what it means and give you examples.
- Do be supportive if they are unsure and don't know.
- Try not to give them the answer (if you know) but guide them to what it might be.

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Thank you for attending this evening

PLEASE FEEL FREE TO TAKE A HANDOUT

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