What will I learn about?

MEADOW PARK SCHOOL

The major components of the UK travel and tourism industry

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

Different types of tourism and tourism activities

10 Travel and Tourism Organisations and Destinations

The role of consumer technology in travel and tourism

Visitor destinations

Popularity of destinations with different visitor types

Travel options to access tourist destinations

Travel planning to meet customer needs and preferences

Customer needs and preferences

Types of market research

Customer Needs in Travel and Tourism

Customer needs and different types of travel

How travel and tourism organisations provide different products and services to meet customer needs and preferences

How travel and tourism organisations may use research to identify travel and tourism trends

How travel and tourism organisations may use market research to identify customer needs and preferences

Factors influencing global travel and tourism

Managing economic impacts

The importance of partnerships in destination management

Response to factors

Managing sociocultural impacts

Influences on Global Travel and Tourism   11

Possible impacts of tourism

Sustainable tourism

Tourism development

Managing environmental impacts

The role of local and national governments in tourism development