

**Pearson BTEC Level 1/Level 2 Tech Award in Travel and Tourism
Component 1A Knowledge Organiser**



Travel Agents provide information; foreign exchange (swapping British money for Foreign Money); sales and booking service for package holidays, accommodation flights, transfers and ground transport, excursions, tickets, insurance, ancillary services (car-hire).

- **Independent:** Small privately owned business with fewer than 5 outlets or shops, e.g. Brunlea & Dalescrest Travel in Burnley.
- **Multiples:** companies with a number of branches/shops throughout the country, e.g. _____
- **Online:** Companies that only operate on the internet, e.g. _____



Tour operators are companies that organise package holidays. Their role is to put together different parts of holidays as a package for retail travel agents or direct sales.

- **Domestic Tour Operators:** these companies put together UK holidays for people living in the UK, e.g. _____
- **Outbound Tour Operators:** these companies put together holidays for UK residents wanting to go on holiday overseas, e.g. _____
- **Inbound Tour Operators:** these companies provide for overseas tourists who want to travel to the UK, e.g. _____



Transport Operators provide transport between destinations, to ensure safety.

- **Road:** Most domestic tourism takes place using road transport. People taking day trips usually go by car. Coach Holiday companies also plan their holidays using major road routes.
- **Rail:** Travelling by rail is a popular form of transport for both long and short journeys. Train stations are found in central locations that link regional (one area).
- **Air:** This is the fastest way to travel long distances and is provided by lots of different airlines.
 - **Scheduled Airlines:** these are also known as full serviced airlines, this means that the price of the ticket includes a baggage allowance, food, drinks and entertainment on board e.g. _____
 - **Low-Cost scheduled airlines:** the ticket price is low but extra fees are charged for each sector for items such as pre booked seats, luggage allowance, food and drinks and priority boarding, e.g. _____



Attractions are providing entertainment, education, recreation, hospitality, special events, and facilities for visitors e.g. parking.

- **Natural Attractions:** natural attractions such as, _____
- **Purpose-built Attractions:** built or constructed by humans e.g. _____
- **Heritage Attractions:** constructed by humans in the past and are now attractions e.g. _____
 - Museums are also heritage as they preserve history.

Purpose of Visitor Attractions:

- **Entertainment:** many purpose built visitor attractions are designed to give people a fun experience e.g. _____
- **Education:** some purpose built visitor attractions are there to educate people about the past, present or future e.g. _____
- **Leisure & Recreation:** the natural environment creates a place for outdoor activities e.g. _____
 - Some leisure places are built for relaxation or healthy activities e.g. _____
- **Conservation:** attractions designed to protect the natural environment. They can also provide education and enjoyment e.g. _____



Accommodation is providing different accommodation options

- **Non-serviced Accommodation (room only):** accommodation which includes only a room with a bed, bathroom, desk, wardrobe etc. There may be tea and coffee making facilities e.g. _____
- **Self-Catering Accommodation:** accommodation which includes a kitchen so you can cook for yourself e.g. _____
- **Serviced Accommodation:** accommodation with facilities and services that can be included in the price of a room e.g. _____



Ancillary services are organisations provide supporting services for tourists or travellers. Types of ancillary services are: car hire, travel insurance, foreign exchange, airport services (e.g. airport lounge), event booking and product information services.

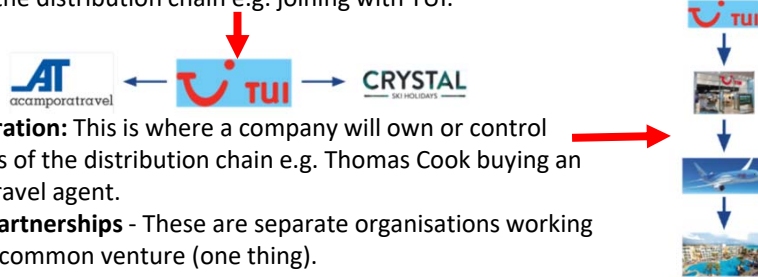


Tourism promotion is when a range of different organisations promote tourism to raise awareness of a place or region, to encourage more people to visit a place or region by using adverts. They provide information, advice and guidance to visitors.e.g. VisitLancashire.com or VisitBritain.com.



Travel & Tourism Organisations – Working Together

- **Chain of Distribution:** -The means of getting the product or service to the consumer.
- **Interrelationships** – defined as ‘organisations that work together to benefit them both’.
- **Interdependencies** – defined as ‘organisations that rely on each other to enable them to provide a better product or service to the customer’.
- **Interrelate** – how two or more things are connected to each other.
- **Integration** – this is the bringing together of two or more organisations.
- **Horizontal Integration:** This is where a company owns or controls businesses at the same level of the distribution chain e.g. joining with TUI.



- **Vertical Integration:** This is where a company will own or control different levels of the distribution chain e.g. Thomas Cook buying an airline and a travel agent.
- **Commercial Partnerships** - These are separate organisations working together on a common venture (one thing).

Examples of how organisations work together:

- Hotels offering reduced admission to visitor attractions.
- Tour operators working with hotels and airlines to arrange holiday packages.
- Tour operators working with tourist boards to promote destinations.

Reasons for working together:

- Marketing and promotion can be carried out jointly
- Customer care can be provided centrally which can lead to;
 - increased sales and income.
 - cutting costs e.g. shared resources, economies of scale.
- access to customer database may lead to a wider customer base / new markets.



Types of Ownership:

- **Private Organisation** – owned and controlled by private individuals or share holders. Their **objective** is to make profit.
- **Public Organisation** – owned and funded by the government. Their **objectives** are to educate, provide a service and promote.
- **Voluntary Organisation** – independent organisations; funded by membership, donations, grants and sales of products. Their **objectives** are to provide a service, promote a particular cause and educate and inform.



Technology in travel and tourism

Consumer technology is technology designed to be used by customers.

Technology for communication, booking and promotion:

Technology specific to different organisations:

- **visitor attractions** - multimedia presentations, animatronics, interpretation, fast-track tickets, webcams.
- **Transport hubs and gateways** -
- **Accommodation** -
- **Travel agents, tour operators and transport principals** -



Financial Aims:

- Selling Goods and Services to make a profit.
- Controlling their costs.
- Increasing Sales Revenue.
- Managing their assets (things they own).
- Increasing the number of sales.



Strategic Aims:

- Diversifying (doing something completely different).
- Providing High Quality Service and Products.
- Generating Customer Loyalty.
- Raising Brand Awareness.
- Expanding.



Ethical and Social Aims:

- **Ethics** - acting in ways that are both fair and honest.
- **Social Responsibility** - the idea that businesses should balance profit-making activities with activities that benefit society and the environment.



CEIAG Link: For this topic we can make links to a variety of professions:

Airline customer service agent, Air traffic controller, Bus and coach drivers, Cabin crew, Events manager, Hotel manager, Museum attendant, Resort representative, Road transport manager, Leisure centre assistant, Travel consultant, Tour guide, Tourist information centre assistant, Visitor attraction manager.

If you are interested in the above careers, don't forget you can do some research and speak to Mrs Ackroyd.

