

**O level Travel And Tourism 7096
Syllabus 2008**

Unit Four: Travel and Tourism Products and Services

Recommended Prior Knowledge

It is important that candidates understand and appreciate the development of travel and tourism at a variety of levels. This means that they should be aware of developments within their immediate local area as well as within their country as a whole. Finally, a global perspective is required. However, the starting point for delivery of this unit should be with a thorough investigation of the local area. Furthermore, examination questions will frequently contain the following instruction – “with reference to examples with which you are familiar”- and thus candidates will obtain credit for providing specific details about facilities and locations that are appropriate to the particular question.

Context

The following scheme of work covers unit four of the 7096 Syllabus.

Outline

The various suggested teaching activities can be used with travel and tourism students in the 14-19 age range. Centres should also allow for study time out of the classroom.

Assessment Objectives	Learning outcomes	Suggested teaching activities	Learning resources
A01 (knowledge with understanding) A, B A03 (Interpretation and Evaluation) A	to identify and describe the variety of travel and tourism products currently available	<ul style="list-style-type: none"> students should have already investigated travel and tourism provision within the local area. They should now be able to compare the complete range of facilities used by incoming <u>leisure</u> and <u>business</u> visitors Students prepare a 5 min presentation on the range of facilities used by leisure and business visitors. 	<ul style="list-style-type: none"> previous work local tourist information sources e.g. guide books and destination manual etc. Textbook
A01 A, B	to understand that tourism products may contain a variety of components	<ul style="list-style-type: none"> compare <u>three</u> types of tourism product that are available from your local area. 	<ul style="list-style-type: none"> use materials available from a local travel agency

		<p>Research an example of each of the following:</p> <ul style="list-style-type: none"> - a typical family package holiday - an all-inclusive holiday - an independent long haul trip including return flight, accommodation for ten nights in two locations and car hire <ul style="list-style-type: none"> • provide named details of what each will involve, the relative costs and come to a conclusion as to which offers the best value for money 	<p>or from the Internet. Collect images to help illustrate each product</p>
<p>B A02 (Investigation and Analysis of Evidence) A,B,C</p>	<p>to appreciate that ancillary services can be supplied by a variety of providers</p>	<ul style="list-style-type: none"> • compare the range of ancillary services made available by each of the following: <ul style="list-style-type: none"> - a large hotel within your local area - your local tourist information centre or office - a local historic or cultural attraction • suggest reasons for your findings 	<ul style="list-style-type: none"> • you will need to investigate provision at your chosen examples. Ideally, this will have involved a personal visit so that a range of services can be accurately identified
<p>A01 B A03 B,E</p>	<p>to understand the role of tour operators</p>	<ul style="list-style-type: none"> • provide definitions and named examples of each of the following types of operator: <ul style="list-style-type: none"> - mass market - specialist - domestic - incoming - direct sell - independent • choose any <u>one product</u> provided by a 	<ul style="list-style-type: none"> • textbook and case studies of particular operators • Brochures • Visits to travel operators where appropriate • Internet sites

		<p>particular operator and explain how:</p> <ul style="list-style-type: none"> - it has been put together - it has been influenced by integration and economies of scale - it varies in price on a seasonal basis - consumer protection is offered 	
A01 B A03 B, E	to understand the role of retail travel agents	<ul style="list-style-type: none"> • this session should be based around the findings of an investigation into a <u>local</u> agency. Key aspects include: <ul style="list-style-type: none"> - range of products available - variety of services available - job roles and responsibilities - operational procedures - involvement with professional/trade organisations 	<ul style="list-style-type: none"> • visit or textbook case study • Travel brochures • Internet sites
A01 B A03 C,D	to investigate the support facilities for travel and tourism (1)	<ul style="list-style-type: none"> • Research the infrastructure in the local area and compare with that of another destination, paying particular attention to the range of facilities available and their sequence of economic development 	<ul style="list-style-type: none"> • previous investigation of the local area and use of an appropriate case study • local maps • textbooks • internet sites
A01 B A03 C, D	support facilities (2) - to investigate the provision of hospitality within the local area	<ul style="list-style-type: none"> • identify the range of accommodation providers available, including <ul style="list-style-type: none"> - hotels - hostels - apartments 	<ul style="list-style-type: none"> • local area's destination manual • sample promotional materials • statistics and grading criteria from local

		<ul style="list-style-type: none"> - guest houses - camp sites <ul style="list-style-type: none"> • choose an example of each and describe the products and services available • explain how such properties can be classified using various grading criteria <p>examine occupancy trends within your area</p>	<p>tourist board</p> <ul style="list-style-type: none"> • tourist brochures
A01 B A03 C, D	support facilities (3) - to investigate local public transport provision	<ul style="list-style-type: none"> • obtain a map showing public transport within the local area. Assess how accessible each of the following are, in terms of journey time, costs and availability of services: <ul style="list-style-type: none"> - airport - central business district - major event venue - three leading visitor attractions - main tourist hotel - main sports stadium 	<ul style="list-style-type: none"> • tourist map and transport leaflets • Timetables • Textbooks • Internet sites
A01A, B A02 A-D A03 A-E	to understand the features of world wide <u>air</u> transport in relation to major international routes	<ul style="list-style-type: none"> • choose an important international carrier and identify its route network • investigate frequency of service on these routes • provide details about what is available for First, Business and Economy class passengers on such routes 	<ul style="list-style-type: none"> • route maps from in-flight publications • textbook • Web pages

		<ul style="list-style-type: none"> • compare the chosen carrier with your national airline • suggest reasons for the various differences that you identify 	
<p>A01 (knowledge with understanding)A-B A02 (Investigation and Analysis of Evidence) A-D A03 (Interpretation and Evaluation) A,E</p>	<p>to understand the features of world wide <u>sea</u> transport in relation to major international routes</p>	<ul style="list-style-type: none"> • on a blank world map outline name and locate the major international ferry routes and the major cruise circuits • choose an example of an important international ferry route and also an example of an international cruise circuit. For each: <ul style="list-style-type: none"> - identify the main service operators - provide details of the vessels used - describe the products and services available on-board <p>explain the passenger facilities available in the home ferry port and terminal.</p>	<ul style="list-style-type: none"> • brochures and related websites Cruise operator sites Ferry operator sites
<p>A01 (knowledge with understanding)AB A02 (Investigation and Analysis of Evidence) AD A03 AE</p>	<p>to understand the features of world wide <u>rail</u> transport in relation to major international routes</p>	<ul style="list-style-type: none"> • choose an example of a major rail journey, popular with international travellers • e.g., Euro routes, Blue Train, Orient Express <p>provide details of the itinerary and describe all the products and services available for passengers</p> <ul style="list-style-type: none"> • Students present findings to group and 	<ul style="list-style-type: none"> • brochures featuring rail packages and related Internet websites • maps • timetables • atlas

		they choose their favourite journey.	
A01 (knowledge with understanding)AB A02 (Investigation and Analysis of Evidence) AD A03 (Interpretation and Evaluation) AE	to understand the features of world wide <u>road</u> transport in relation to major international routes	<ul style="list-style-type: none"> • compare a fly-drive holiday package with an international coach tour package in terms of costs, itinerary, journey time, attraction and convenience. • consider the advantages and disadvantages of each for different types of customer 	<ul style="list-style-type: none"> • brochures and related websites • maps • atlas