



Travel and Tourism Grade 10 – We will be learning...

Term 1	Term 2	Term 3	Working towards
<p>Unit Name: Travel and tourism products and services Identify and describe tourism products. Explore the roles of tour operators and travel agents in the chain of distribution.</p> <p>Topics: Inter-relationship between travel and transport, catering and accommodation, attractions, leisure and recreation and business facilities, operators (wholesalers) Retail travel agents: role of travel agents, different services offered. Components included in different tourism products (e.g. package, independent, all-inclusive holidays) Ancillary services – guiding, currency, marketing services.</p>	<p>Unit Name: Marketing and promotion; Role and function of marketing and promotion.</p> <p>Topics: Identify and explain why marketing and promotion are important to travel and tourism providers, Describe the main marketing and promotion techniques used in travel and tourism: Market research. Identify the different market segments targeted by travel and tourism providers: Explain how specific travel and tourism products are developed to cater for the needs and expectations of different market segments:</p>	<p>Unit Name: Marketing and Promotion. Revision.</p> <p>Topics: Investigate a range of common pricing policies used in the travel and tourism industry. Identify and explain the factors that determine pricing policies.</p>	<p>Travel and Tourism iGCSE</p>

Books you may find useful:

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