

<b>Unit Title: Introduction to Travel, Tourism and Hospitality</b>	<b>Unit Code: ITTH</b>
<b>Level: Certificate</b>	<b>Learning Hours: 100</b>
<b>Learning Outcomes and Indicative Content:</b>	
Candidates will be able to:	
<ol style="list-style-type: none"> <li><b>1. Define and explain the interrelationships and interdependencies between travel, tourism and hospitality and related concepts such as leisure and recreation</b> <ol style="list-style-type: none"> <li>1.1 Define travel</li> <li>1.2 Define tourism</li> <li>1.3 Define hospitality</li> <li>1.4 Define leisure</li> <li>1.5 Define recreation</li> <li>1.6 Explain links between these concepts</li> <li>1.7 Explain interdependencies between these concepts</li> </ol> </li> <li><b>2. Understand the major trends with regard to tourist movements and reasons for tourism flow patterns</b> <ol style="list-style-type: none"> <li>2.1 Understand the origins of modern international tourism</li> <li>2.2 Understand the main developments in international tourism since 1950</li> <li>2.3 Understand the main tourist-generating countries and regions</li> <li>2.4 Understand the main tourist-receiving countries and regions</li> <li>2.5 Understand the reasons for participation in tourism – economic, social, cultural</li> <li>2.6 Understand the new originating and receiving countries/markets</li> </ol> </li> <li><b>3. Identify the key sub-sectors of travel, tourism and hospitality and the role that each plays within the tourist experience</b> <ol style="list-style-type: none"> <li>3.1 Understand the key sub-sectors in tourism – transport, accommodation, services, attractions, culture, heritage</li> <li>3.2 Understand the role of each sub-sector in tourist experience</li> </ol> </li> <li><b>4. Outline the key international travel and transport developments that have affected tourism</b> <ol style="list-style-type: none"> <li>4.1 Recognise the impact of transport technology on tourism – railways, steam ships/liners, private cars, coaches, aircraft, jet aircraft, high speed trains</li> <li>4.2 Recognise the impact of new transport infrastructure – airports, highways, ports</li> <li>4.3 Recognise the impact of information and communications technology on tourism</li> <li>4.4 Recognise the impact of political change – reduced border controls</li> <li>4.5 Recognise the impact of changes in the security environment</li> </ol> </li> </ol>	

**5. Understand the role of intermediaries within the travel distribution system**

- 5.1 Define tourism intermediaries
- 5.2 Identify main tourism intermediaries – travel agents, tour operators
- 5.3 Identify the role and function of travel agents
- 5.4 Identify the role and function of tour operators

**6. Recognise the key types of tourist groups and their main needs**

- 6.1 Understand why classification of tourists is important
- 6.2 Recognise main tourist groups by purpose of visit – business, leisure, visiting friends and relatives, pilgrimages, health, sport
- 6.3 Understand key theories of tourist motivation – Plog, Cohen
- 6.4 Understand the main requirements of different tourist groups

**7. Understand the main motivational factors that influence the tourist's choice of travel**

- 7.1 Recognise the relationship between purpose of travel and consumption of tourist products and services
- 7.2 Recognise the impact of available time on tourist travel options and choices
- 7.3 Recognise the impact of demographic and economic factors on travel motivation and choice

**8. Understand the main forms of tourism packaging**

- 8.1 Understand relationship between tourist type, tourist motivation and the packaging of travel and tourism
- 8.2 Identify and explain the main forms of tourism packaging – free independent travellers, group, business, all-inclusive

**9. Understand the main forms of tourism distribution**

- 9.1 Direct sell by supplier to tourist – in person, by mail, by telephone, electronic (e-)purchase
- 9.2 Purchase by customer through travel agent
- 9.3 Packaged by tour operator and distributed direct/via travel agent to tourist

**10. Identify the basic requirements for the development of a tourism destination**

- 10.1 Identify the key components of a successful tourist destination – attractions, facilities, access
- 10.2 Identify the infrastructure required at a destination – water, power, local communications/transport, access transport hubs, security

- 10.3 Identify the co-ordinating role of local/national government
- 10.4 Identify the marketing role in destination development

**11. Evaluate a government's interest and involvement with main public tourism organisations at both national and international levels**

- 11.1 Understand the reasons for government involvement in tourism – economic, social, cultural, political
- 11.2 Understand the structure of the tourism sector and the need for co-ordination at destination and national level
- 11.3 Understand the government ownership of tourism businesses – transport, attractions etc
- 11.4 Understand the role of government in tourism – planning, development, marketing, training

**12. Appreciate likely future trends within the travel and tourism sectors**

- 12.1 Understand key environmental impacts on tourism development – economic, political, cultural, social, technological, health, security
- 12.2 Recognise key emerging markets
- 12.3 Recognise key emerging destinations
- 12.4 Understand the impact of changing lifestyles on tourism

**Assessment Criteria:**

- Assessment method: written examination
- Length of examination: three hours
- Candidates should answer four questions from a choice of eight, each question carrying equal marks

**Recommended Reading**

Rowe A, Smith J D, Borein F, *Career Award in Travel and Tourism: Standard Level* (2002), Cambridge University Press  
ISBN10: 052189235X

Blackman H, Smith J D, Rowe A, Stewart S, *AS Level for OCR Double Award Travel & Tourism* (2005), Heinemann  
ISBN: 043544641X

Rowe A, Smith J D, Demaine R, Stewart S, Warburton F, *A2 Level for OCR Travel & Tourism* (2006), Heinemann  
ISBN: 0435463551