



B. The types of travel and tourism organisations, their roles and the products and services they offer to customers

B2. The key sectors of the travel + tourism industry - components of their role, and the products and services they offer to different types of customer

Different sectors offer a range of T+T products and services. The sectors are interdependent upon each other. Products + services can be:

Tangible – something that is a physical item

Intangible – an experience; sightseeing, visitor attraction



Travel And Tourism Btec Tasks Unit 7

Gillian Dale



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Btec Introduction Hospitality, Travel and Tourism Fiona Laing, 2005-09-15 This new full colour textbook is the only one available for the new Introductory Certificate and Diploma in Hospitality Travel and Tourism The content is exactly matched to the specifications

BTEC National Travel & Tourism Gillian Dale, 2005 Closely matched to the specifications this student book is the only resource available for BTEC national travel and tourism It contains everything students need for the Award and some additional units for the Certificate

Travel and Tourism Christine King, 2005 This is a guide to all the units of the BTEC First Travel and Tourism qualification Activities and discussion points enhance students learning experience and real life case studies help them explore authentic issues in the travel and tourism industry

BTEC National Travel and Tourism Gillian Dale, 2005 The perfect match with the BTEC National Travel and Tourism Award Certificate and Diploma Book 1 contains everything students need for the Award and some additional units for the Certificate Book 2 contains all the other units needed to complete the Certificate and the Diploma The Student Books are matched to the BTEC National specifications and written in an accessible way The clear layout and use of full colour will ensure that these books are easy to use

EBOOK: Teaching Travel and Tourism 14+ Cliff Huggett, Deborah Pownall, 2010-10-16 Travel and Tourism has become an integral part of many countries economies As a rapidly changing multidisciplinary subject there are many approaches to teaching it This book brings together the theory and practice of learning for Travel and Tourism as a vocational pathway offering the educational practitioner a pedagogical framework for the delivery of their subject Huggett and Pownall outline the vast range of programmes and qualifications you may encounter in your teaching They also consider the skills knowledge and understanding learners need to develop taking into account the life experiences and aspirations of different groups of learners and consider how these are transferable from one sub sector to another The range of job roles within the Travel and Tourism industry is immense and will continue to evolve As well as private industry the authors consider the public and voluntary sectors and look at organizations that have been set up to support and benefit tourism taking into account policies and initiatives that stakeholders introduce This book supports trainee and experienced teachers in developing exciting and engaging Travel and Tourism programmes for learners 14 whether in schools colleges higher education or in service training About the Teaching 14 series Written to support the unique challenges of teaching vocational subjects the Teaching 14 series provides the pedagogical skills required to become a successful teacher Alongside coverage of issues and debates the series includes interactive exercises case studies and activities that can be used to develop a variety of teaching and learning strategies to improve the delivery of these subjects

Catalogue of British Official Publications Not Published by HMSO. ,1988

Leisure, Recreation, and Tourism Abstracts ,1989

Caterer & Hotelkeeper ,1993-06

West Africa ,1989

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