

**IGCSE Travel And Tourism 0471  
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 0471 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.

<b>Assessment Objectives</b>	<b>Learning outcomes</b>	<b>Suggested teaching activities</b>	<b>Learning resources</b>
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"> <li>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</li> <li>Students prepare a 5 min presentation on the range of facilities used by leisure and business visitors.</li> </ul>	<ul style="list-style-type: none"> <li>previous work</li> <li>local tourist information sources e.g. guide books and destination manual etc.</li> <li>Textbook</li> </ul>
A01 A, B	to understand that tourism products may contain a variety of components	<ul style="list-style-type: none"> <li>compare <u>three</u> types of tourism product that are available from your local area.</li> </ul>	<ul style="list-style-type: none"> <li>use materials available from a local travel agency</li> </ul>

		<p>Research an example of each of the following:</p> <ul style="list-style-type: none"> <li>- a typical family package holiday</li> <li>- an all-inclusive holiday</li> <li>- an independent long haul trip including return flight, accommodation for ten nights in two locations and car hire</li> </ul> <ul style="list-style-type: none"> <li>• 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</li> </ul>	<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"> <li>• compare the range of ancillary services made available by each of the following: <ul style="list-style-type: none"> <li>- a large hotel within your local area</li> <li>- your local tourist information centre or office</li> <li>- a local historic or cultural attraction</li> </ul> </li> <li>• suggest reasons for your findings</li> </ul>	<ul style="list-style-type: none"> <li>• 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</li> </ul>
<p>A01 B A03 B,E</p>	<p>to understand the role of tour operators</p>	<ul style="list-style-type: none"> <li>• provide definitions and named examples of each of the following types of operator: <ul style="list-style-type: none"> <li>- mass market</li> <li>- specialist</li> <li>- domestic</li> <li>- incoming</li> <li>- direct sell</li> <li>- independent</li> </ul> </li> <li>• choose any <u>one product</u> provided by a</li> </ul>	<ul style="list-style-type: none"> <li>• textbook and case studies of particular operators</li> <li>• Brochures</li> <li>• Visits to travel operators where appropriate</li> <li>• Internet sites</li> </ul>

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

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

		<ul style="list-style-type: none"> <li>• compare the chosen carrier with your national airline</li> <li>• suggest reasons for the various differences that you identify</li> </ul>	
<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"> <li>• on a blank world map outline name and locate the major international ferry routes and the major cruise circuits</li> <li>• 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"> <li>- identify the main service operators</li> <li>- provide details of the vessels used</li> <li>- describe the products and services available on-board</li> <li>- explain the passenger facilities available in the home ferry port and terminal.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• brochures and related websites</li> <li>Cruise operator sites</li> <li>Ferry operator sites</li> </ul>
<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"> <li>• choose an example of a major rail journey, popular with international travellers</li> <li>• e.g., Euro routes, Blue Train, Orient Express</li> </ul> <p>provide details of the itinerary and describe all the products and services available for passengers</p> <ul style="list-style-type: none"> <li>• Students present findings to group and</li> </ul>	<ul style="list-style-type: none"> <li>• brochures featuring rail packages and related Internet websites</li> <li>• maps</li> <li>• timetables</li> <li>• atlas</li> </ul>

		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"><li>• compare a fly-drive holiday package with an international coach tour package in terms of costs, itinerary, journey time, attraction and convenience.</li><li>• consider the advantages and disadvantages of each for different types of customer</li></ul>	<ul style="list-style-type: none"><li>• brochures and related websites</li><li>• maps</li><li>• atlas</li></ul>