

Sets (s): N/A-LP2

YEAR 13B -PJH-Unit 2

SUBJECT Travel and Tourism

Knowledge Focus: The Travel and Tourism business environment, the organisational and financial characteristics of types of travel companies.



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**This half term: Skills, Knowledge and Understanding to be developed:**

- Different types of organisations operating in the travel and tourism business environment.
- Characteristics of different types of travel and tourism organisations.

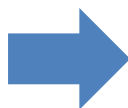
**Key Terms to be learned this half term:**

Gross domestic product, privatisation, Public Limited Company, private limited company, dividends, directors, companies house

Executive director, companies house, share capital, annual return, audit, competitive advantage, footfall, mission statement, cash flow, risk analysis, feasibility

**Week 1 and 2 Learning Objectives etc:**

- Describe the organisational and financial characteristics of different types of travel and tourism organisations.



**Objective assessments:**

Assignment 2 – The organisation of travel and tourism

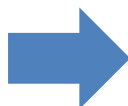
Design a PPT describing the organisational and financial characteristics of businesses, apply to two travel companies. (P2)

**Homework:**

Continue with assignment 2 – PPT on organisational and financial characteristics.

**Week 3 and 4 Learning Objectives etc:**

- Describe the organisational and financial characteristics of different types of travel and tourism organisations.



**Objective assessments:**

Assignment 2 – The organisation of travel and tourism

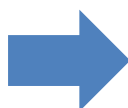
Design a PPT describing the organisational and financial characteristics of businesses, apply to two travel companies. (P2)

**Homework:**

Continue with assignment 2 – PPT on organisational and financial characteristics.

**Week 5 and 6 Learning Objectives etc:**

Compare the organisational and financial characteristics of two organisations with different business structures, and the methods and opportunities they have used to gain competitive advantage



**Objective assessments:**

Assignment 2- Complete a table comparing the organisational and financial characteristics of two organisations and the methods used to gain a competitive advantage. (M1)

SA2-PJH-  
Unit 2-P1  
and P2

**Homework:**

Assignment 2 – M1

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SUBJECT Travel and Tourism

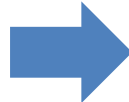
Knowledge Focus: The Travel and Tourism business environment, the organisational and financial characteristics of types of travel companies.



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**Week 7 Learning Objectives etc:**

Compare the organisational and financial characteristics of two organisations with different business structures, and the methods and opportunities they have used to gain competitive advantage



**Objective assessments:**

Assignment 2- Complete a table comparing the organisational and financial characteristics of two organisations and the methods used to gain a competitive advantage. (M1)

**Homework:**

Assignment 2 – M1