

Key Vocabulary for Spring Term Overviews

Subject: Travel and Tourism		Year Group: 11
Key Learning Points/End Points	Key Vocabulary	
Students will begin to compete component 3 of their course work. This focuses on customer trends relating to national and international travel	Promotion, marketing, campaign, private sector, public sector, destination, , partnership, DMO, organisations, interrelationships, aims, market research, trends ,customer needs, product and service development, customer satisfaction, emerging markets, logistics ,itinerary, preferences.	